



BUICK for 1930

3 New Series - 3 New Wheelbases - 3 New Price Ranges

BUICK FOR NINETEEN THIRTY

3 new series . . .

3 new wheelbases .

3 new price ranges



BUICK MOTOR COMPANY · FLINT, MICHIGAN

DIVISION OF GENERAL MOTORS CORPORATION



The Greatest Buick of them all

A GAIN Buick proves its right to supreme public preference in the fine car field. Again the tried and proved principles of Buick manufacture find expression in superbly beautiful new automobiles, designed to bring new laurels to Buick's fame as a designer and builder of motor cars of unparalleled performance.

There is a definite reason why Buick has more than 1,500,000 loyal owners. And it is a remarkable tribute to Buick quality that over 80 per cent again choose Buicks when they buy a new automobile.

Buick owners year after year come back and buy over 100,000 new Buicks. This steady and consistent volume from Buick owners is greater than that obtained by any other company from all classes of buyers. Buick alone gets one-fourth of all the business in the fine car field!

The new Buick for 1950 will continue to make this loyalty increasingly great, and will add to Buick's list of friends many additional new names.

Covering every motoring need—meeting every preference in construction and body style and price—anticipating every ideal in performance—are three great new series of Buick models on three new wheelbases. Buick for 1950—the greatest Buick of them all—is longer and lower,

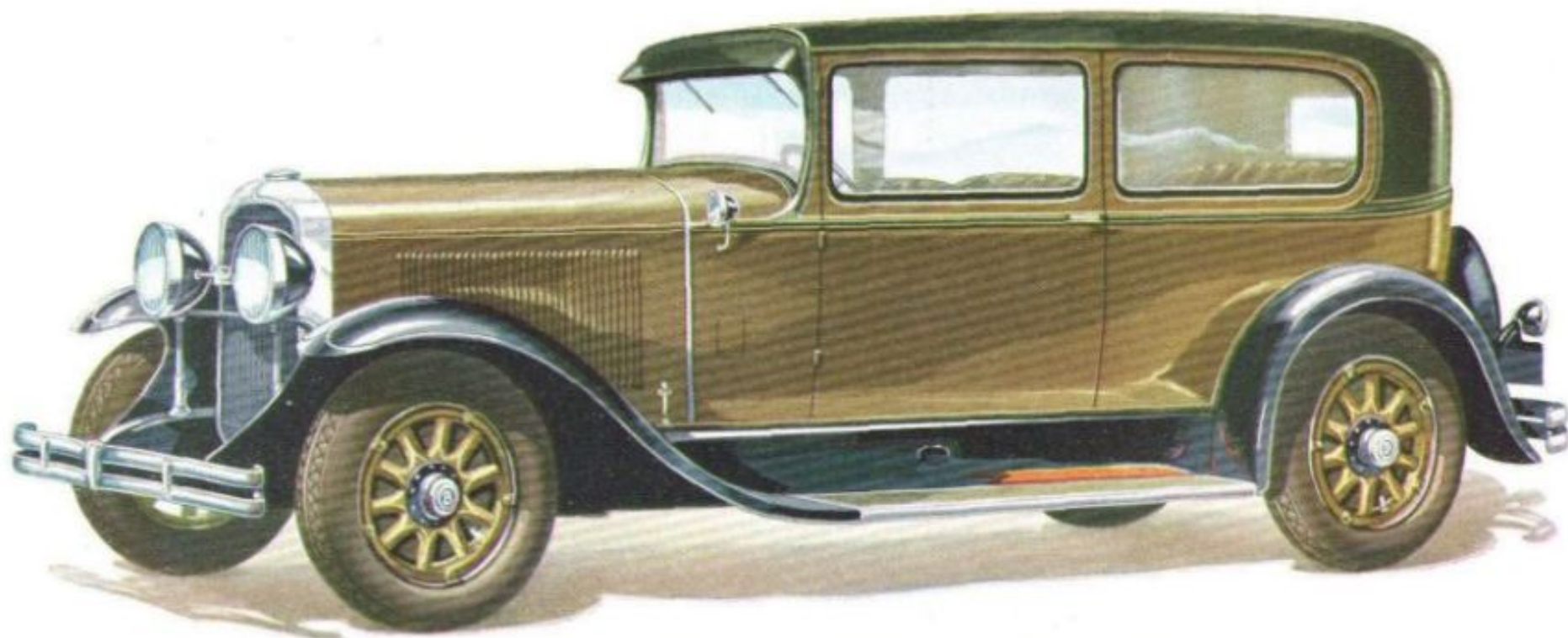
Buick Valve-in-Head engines—considered by motorists in both hemispheres to be the greatest performers in the world—are even more powerful and exceptionally smooth throughout the entire speed range.

Thermostatically controlled automatic radiator shutter aids winter driving efficiency. Frames are wider and lower, and newly designed body brackets contribute to longer life and freedom from body squeaks.

Driving at night is made increasingly safe, due to the Fisher non-glare sloping VV windshield. Riding and roadability have been improved with a combination of semi-elliptic springs and double-acting shock absorbers. Steering is practically effortless with Buick's new steering gear and road shock eliminator.

The brakes are the Buick controlled Servo internal mechanical type—they function smoothly and positively, and are fully protected from dirt and water.

These magnificent automobiles by their appearance alone establish new ideals in fine car building. Add unrivaled distinction in every phase of mechanical excellence and performance to beauty unsurpassed by any car of any price, and you have a conception of what only Buick can offer—in the greatest Buick of them all!



Buick Five-Passenger Two-Door Sedan

MODEL 40 · ON 118-INCH WHEELBASE

AN especially attractive five-passenger sedan, Body by Fisher, with the new long, low-slung lines. The long side windows and lower roof, without sacrificing head room, give a new air of distinction to this type of car, which will be much appreciated for its full-fashioned comfort and its many provisions for convenience and driving ease.

Doors are exceptionally wide, giving unhampered vision and providing easy access to the roomy, attractive interior.

Front seats are an entirely new type, very conveniently arranged for entrance and exit, built for a degree of comfort comparable only to that of the regular full sedan seat.

The driver's seat is, of course, easily adjustable to personal preference by means of a convenient handle at the base.

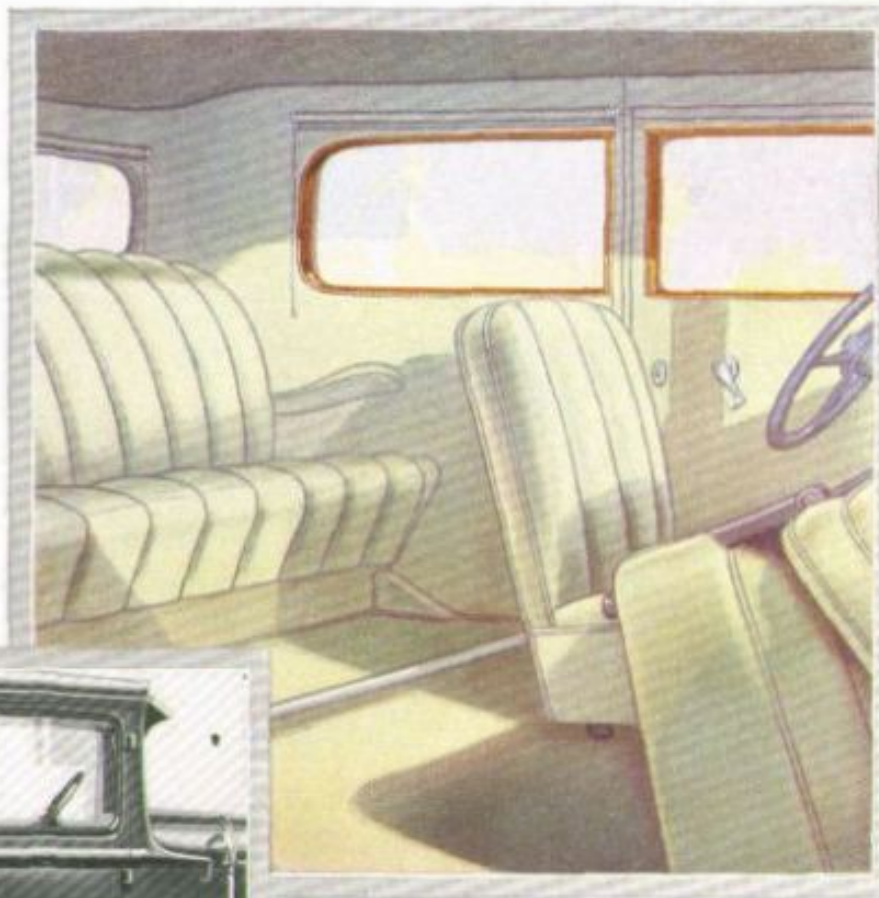
The upholstery is a beautiful shade of the finest grade of mohair, made waterproof and impervious to road dust by a recently developed process, which also gives the material great durability and lasting beauty.

The sloping windshield is an especially notable feature. It is non-glare—permitting the driver to see clearly without the dangerous distraction of windshield reflections from headlights.

The delightful interior and exterior color combinations are in keeping with the forecast of world stylists and fashion dictators. Note especially the clever treatment of moldings, adding so very effectively to the pleasing symmetry and satisfying beauty of the car as a whole.

Seats are low and softly cushioned. Well-formed, padded arm rests on the rear seat are a thoughtful further consideration of comfort.

Dome light and newart-metal smoking and vanity cases are finishing touches of refinement that are in perfect keeping with the rest of the finely tailored interior. All hardware is specially designed for this brilliant new body by Fisher.



Generously proportioned, well-cushioned driver's seat provides thorough comfort



The unusually wide door allows entrance or exit to the car with the greatest convenience to front or rear passengers



Buick Four-Passenger Sport Roadster

MODEL 44 · ON 118-INCH WHEELBASE

HERE is a fleet new roadster fairly sparkling with smart suggestions 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 colors, chosen to suggest its gay spirit and to heighten its smart-

ness, without being in the least garish. See how the molding, which extends entirely around both the top and bottom of the body, emphasizes its impression of lowness and length, and makes the body a unit with the hood.

The wide, low, comfortable seat is upholstered in genuine leather of harmonizing color. All hardware has

been specially designed. The head, side, and tail lights, and the windshield supports are all full chromium-plated.

In the wide rear deck is an unusually large and comfortable rumble seat, with arm rests, very easily operated.

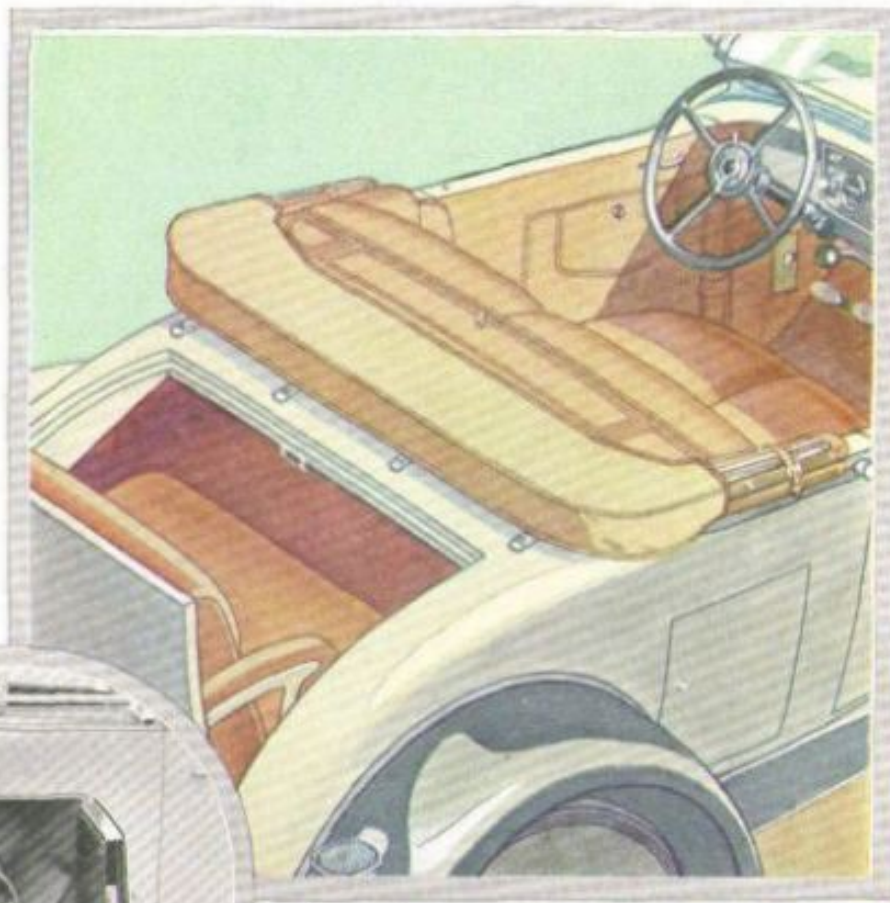
The smart folding top has natural wood bows, with fully plated top hardware and a snug-fitting, neatly tailored boot. Top material is double texture, waterproof, in pleasing colors, harmonizing with the body colors.

There is a tool pocket with lock in the left-hand door, and an exceptionally large door is provided on the curb side for easy access to the rear luggage compartment.

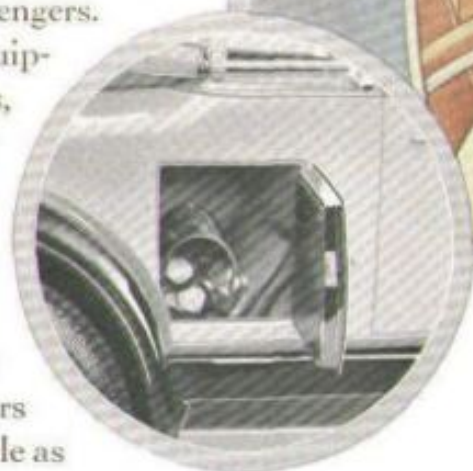
Behind the driver's seat is an extra storage compartment for small packages. The rear curtain of the top is so arranged that it can be entirely removed for convenience in communicating with the rumble seat passengers.

This roadster is furnished with full sport equipment. As illustrated, it carries six wire wheels, the front fenders having fender wells, and special wheel carriers. Optional wheel equipment may be arranged for if desired. In addition to the folding windshield of the ventilating type, top and side cowl ventilators are furnished.

Here is a car with an individuality that will draw admiring glances wherever it appears—as supreme in the smart perfection of its style as in its unrivaled performance.



This wide, roomy rumble seat compartment is easy of access and comfortable to ride in



A special side compartment provides convenient access to the storage space for golf bag or luggage. The door is extra large and is located on the curb side



Buick Five-Passenger Phaeton

MODEL 45 • ON 118-INCH WHEELBASE

THIS is a splendidly proportioned phaeton that combines the smartness and distinction of a sport car with the all-round usefulness of a touring model.

Note the fine, low sweep to its lines—emphasized attractively by the new type of belt molding, in pleasantly contrasting color, which runs completely around the body.

Note, too, the lower molding which so effectively balances the design and adds finish to the decorative scheme.

The doors are wide for quick, easy access to roomy seats, upholstered in genuine leather, and designed expressly to provide complete comfort. Both front and rear compartments are exceptionally spacious and are finished with

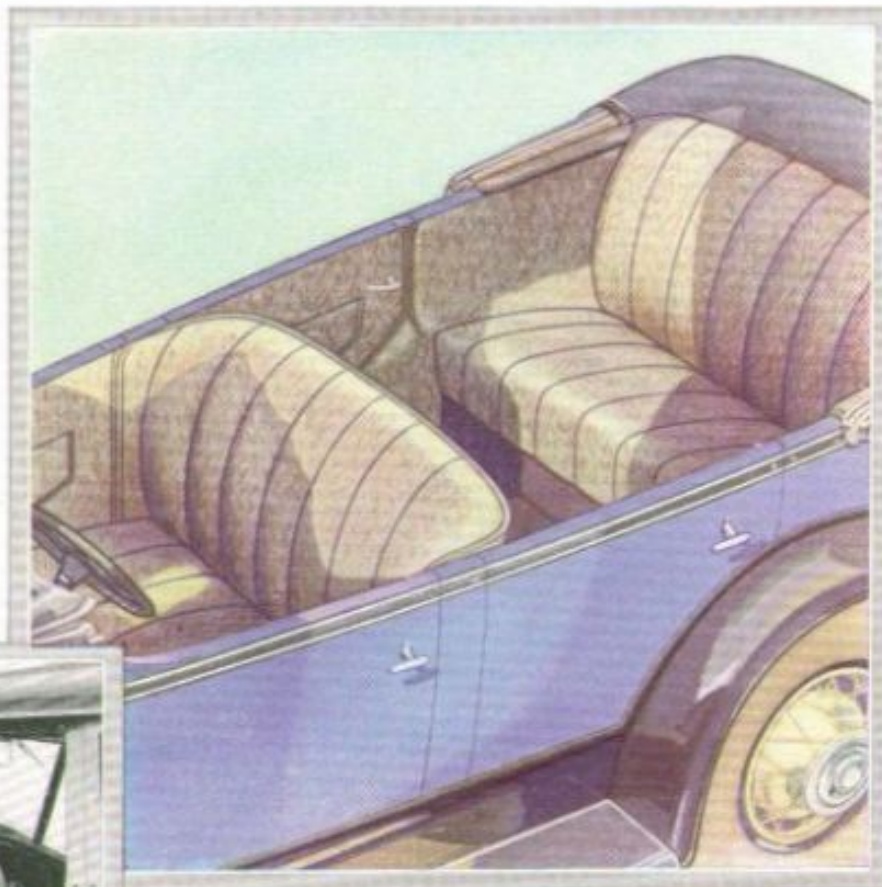
special rubber mats and carpets. The folding and ventilating windshield is full chromium-plated and the low, flatly folding top carries a smart, tight-fitting boot. The top hardware is also fully plated. Its bows are natural wood finish, completing an extremely attractive scheme.

Considerations for comfort include such features as ventilators in both the top and sides of the cowl, exceptional leg room both front and rear, deep, soft-riding cushion springs, and quickly adjusted, storm-proof side curtains opening with the doors.

The top material is a specially woven, double texture fabric, thoroughly waterproof, and colored to harmonize with the rich Duco body colors. Optional wheel equipment may be had by special arrangement, many owners preferring the wire wheel equipment, as illustrated. This includes six wire wheels, and front fenders with fender wells and special wheel carriers. Wood or disc wheels are also available, if preferred.

In the left front door is a very convenient tool pocket, complete with tools and fitted with lock and key.

This attractive phaeton provides elements of style, comfort, and convenience that place it high in the favor of those who prefer the freedom of an open car.



Exceptionally wide, low seats with very roomy front and rear compartments are features of this comfortable phaeton



Side curtains, opening with the doors, are completely storm-proof and their extra large windows provide excellent driving vision in every direction



Buick Four-Passenger Special Coupe

MODEL 46-S · ON 118-INCH WHEELBASE

HERE is an ultra-smart closed car. All the dash and verve of a roadster are combined with consummate luxury and style to make this special coupe one of the most fashionable of motor cars for town and outing use.

The color scheme has a touch of dignity, while bright chromium plate and the gleaming black grain leather top,

with its graceful landau side hinges, also chromium-plated, bring style and sparkle to the smart ensemble.

In the spacious rear deck is a large rumble seat, with comfortable arm rests, finished in genuine leather, designed to carry two extra passengers in perfect comfort. A fully disappearing rear window, operated by an easy-

working regulator, located just below the window, provides companionable intimacy with the front seat passengers.

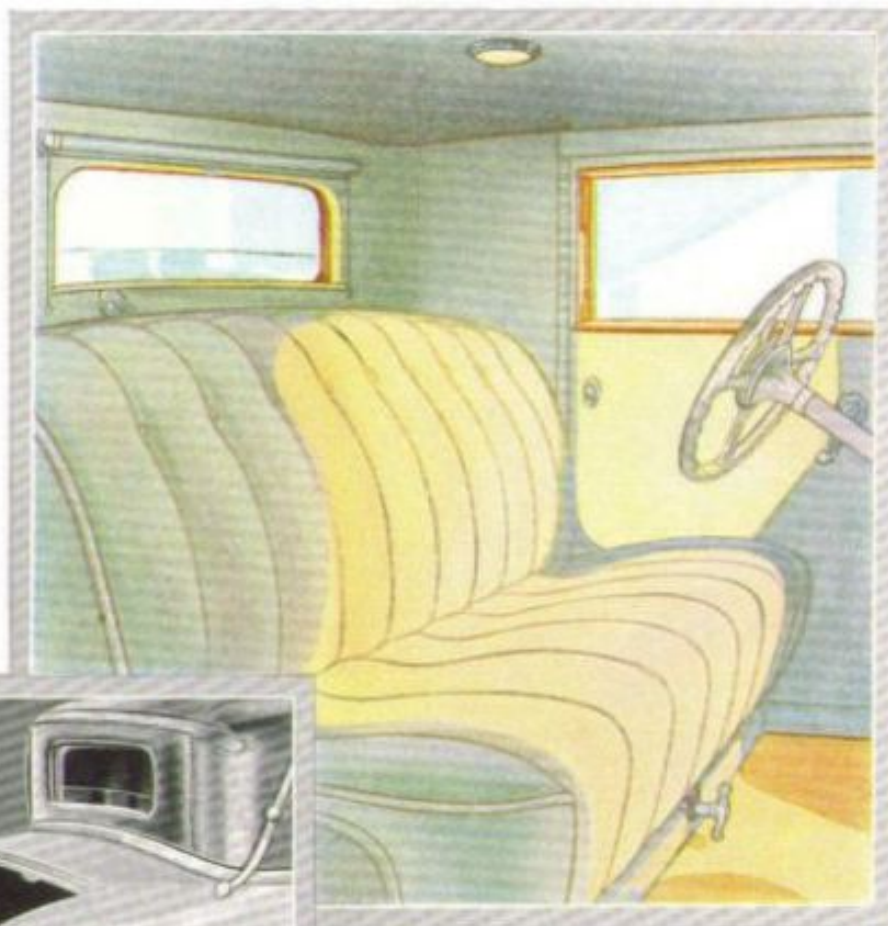
In pleasing harmony with the exterior finish is upholstery that is not only exceptionally fine-appearing and long-wearing, but which is waterproof and impervious to road dust besides—a remarkable new achievement.

The Fisher non-glare sloping VV windshield has remarkable new non-glare properties—keeping dangerous headlight and sun reflections out of the driver's eyes. This development is a much appreciated contribution to driving safety and pleasure especially at night.

The new military sun visor carries the line of the windshield pillar to a smart tailored termination, and blends in attractively with the distinctively new and well-molded roof lines of this attractive model.

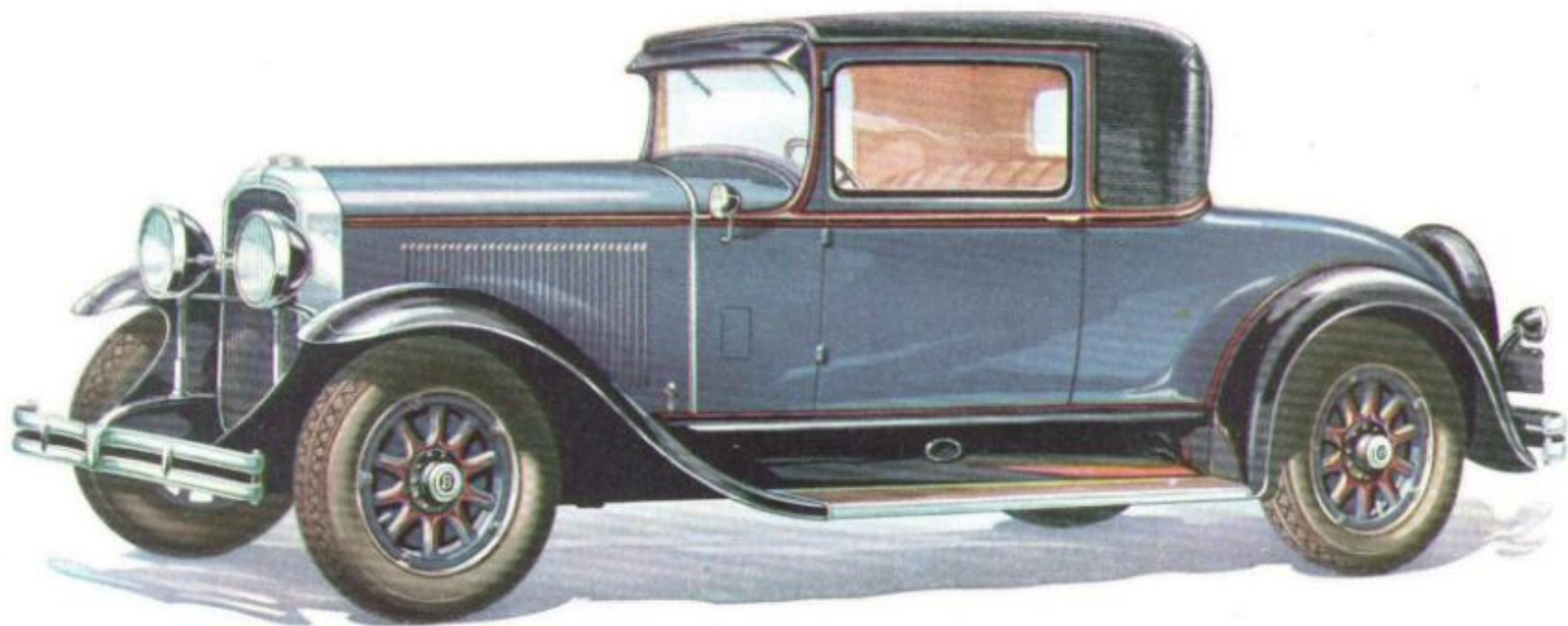
An additional door on the right side opens conveniently into the rear deck when packages are to be carried.

All hardware is of special new patterns, designed expressly for Buick, and placed both for convenience and decoration. While a true sport coupe in every sense, this car offers many practical advantages that adapt it admirably to social and business uses throughout all seasons of the year.



A commodious, low seat in a smartly finished interior are features of this special coupe

The large, roomy rear compartment and disappearing rear window make this a comfortable, companionable car for four. Note the convenient step



Buick Two-Passenger Business Coupe

MODEL 46 · ON 118-INCH WHEELBASE

THIS is a very practical car for the business man, the professional man, the small family, or as a second car for the two or three-car family. For all its usefulness, it is a car of unmistakable beauty and style, embodying all the excellent features that distinguish Buick for 1930. The driving compartment is remarkably comfortable, with low, wide,

easy-riding seats, and plenty of leg room. The seat is easily adjustable to the driver's convenience, and the position of the steering wheel is also adjustable.

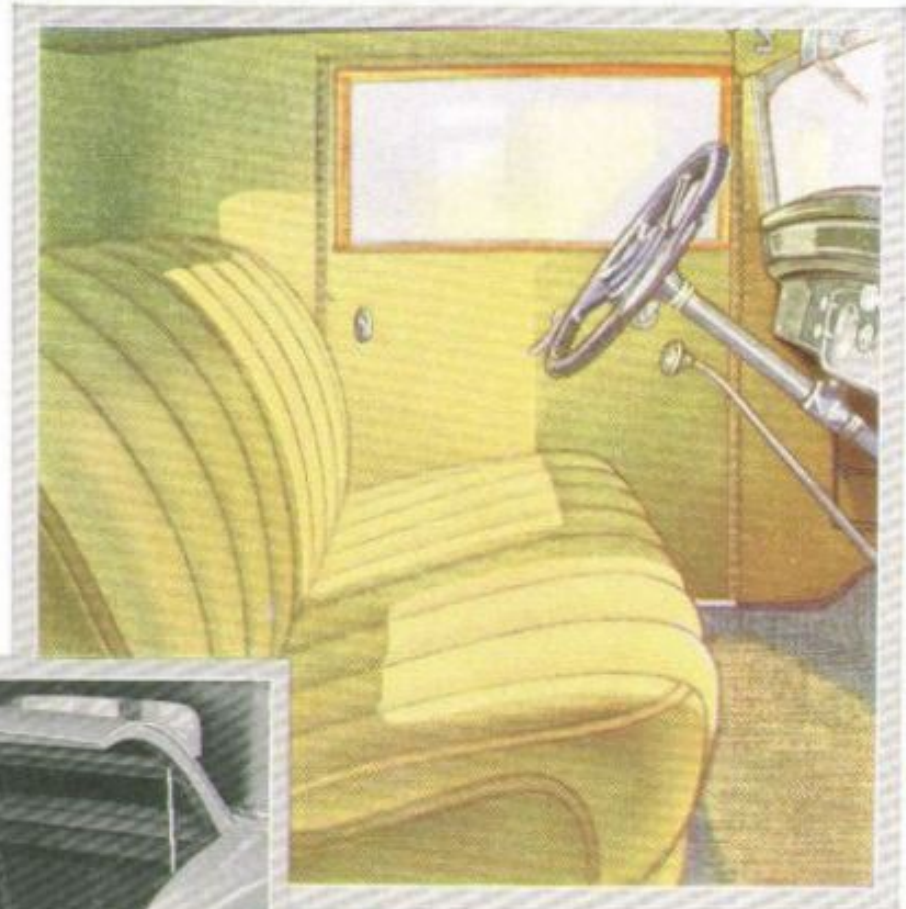
The rear compartment is unusually large—providing a big carrying capacity for business equipment or luggage. On the floor is a new type attractive rubber mat. All open-

ings in the floor boards are closed by neat plates with flexible rubber seals that fit around the pedals and levers, effectively excluding all unpleasant drafts.

Doors are finished inside with new attractive weather stripping—an exclusive Buick feature that means a snug and tight defense against inclement weather.

The upholstery is particularly well adapted to hard usage. It is mohair with a special backing that makes it waterproof, impervious to road dust, and remarkably resistant to wear. It will not mat down easily.

The driver is protected against dazzling reflections from other cars' headlights by the Fisher non-glare sloping VV windshield, which does not permit glare to reach his line of vision. The equipment of this coupe is fine and complete. Side cowl ventilators which are fully screened and operate by a touch of the toe, automatic windshield wiper, tilt-ray headlamps, rear view mirror, remote door controls, theft lock on the steering column, stop and backing light with 15 candle power bulb, directly and indirectly lighted instrument board, four double-acting Lovejoy hydraulic shock absorbers, and steering gear shock eliminator are among the features that add to the car's attractiveness.



The comfort of the driver has been the first consideration in the design of this coupe



Ample storage space is provided in this spacious rear compartment which is fitted with lock and key



Buick Five-Passenger Four-Door Sedan

MODEL 47 • ON 118-INCH WHEELBASE

THIS five-passenger sedan has unusually pleasing lines. Its three long windows, by their size and shape, emphasize the car's impression of length, spacious luxury, and smart beauty. Its proportions are quite perfect.

Both seats are exceptionally wide, deep-cushioned, and comfortable. Five passengers can ride in a restful manner,

with no suggestion of cramping or crowding. The driver can instantly adjust the front seat to suit his convenience.

The interior finish and appointments are of exceptionally fine quality. All hardware is specially designed. Upholstery is a shade that blends pleasantly with the exterior finish and is faultlessly tailored everywhere.

It is the finest mohair, so treated as to be absolutely waterproof, impervious to road dust, and to wear many times longer than ordinary material (by actual test).

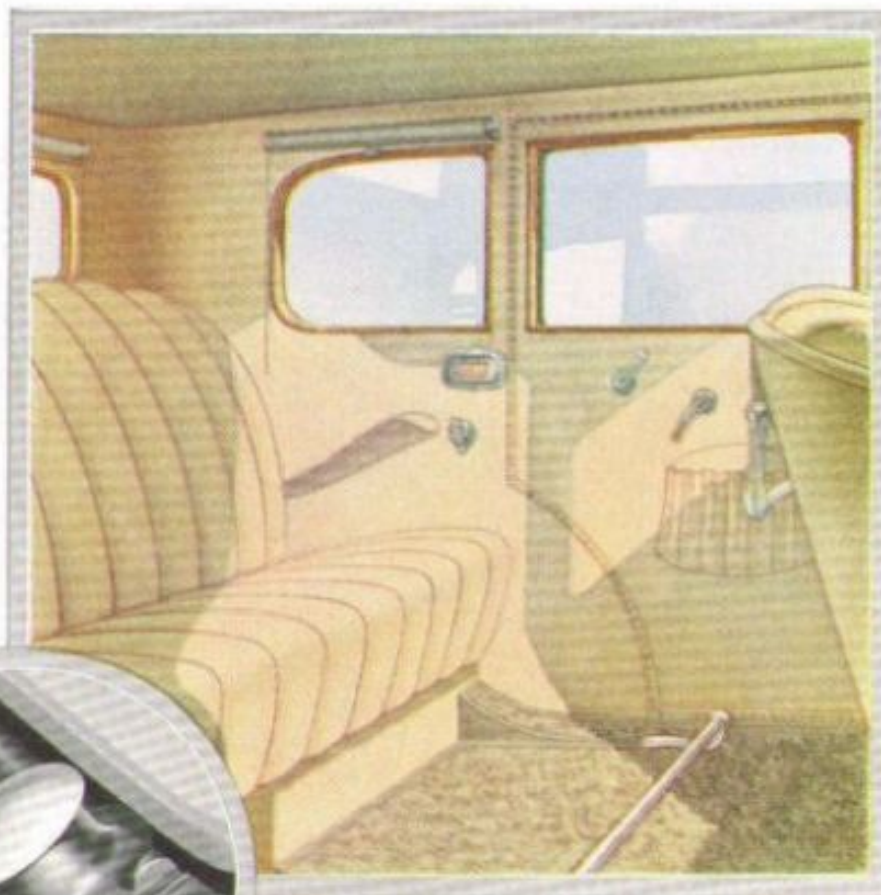
The driver of this car need never worry about headlight glare at night, for the sloping windshield is a recent non-glare development by Fisher which throws all reflection out of the driver's line of vision.

The new military sun visor conforms to the angle of the windshield pillar, and with the smart lines of the full-crowned roof creates a very effective bit of styling.

The body construction throughout is exceptionally sturdy and well designed. New type body brackets, specially designed, give further assurance of long life and freedom from body squeaks and rattles.

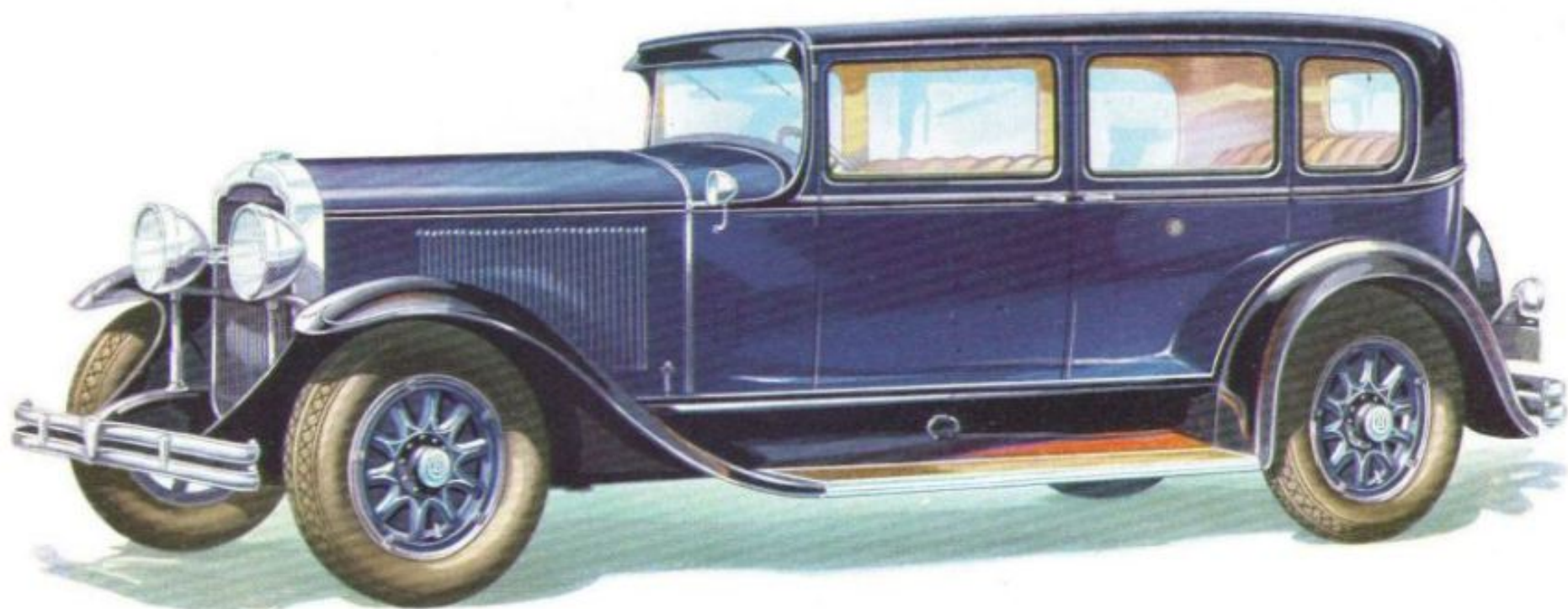
The interior finish is remarkably attractive and includes such features as new style walnut finish garnish moldings, new type attractive weather stripping around doors, handsome substantial foot rest designed to match the hardware, robe rails with extensions that provide a handle to assist in getting in and out of the car.

This capable sedan is complete in its equipment and is an outstanding value in its price class. In every way it upholds Buick traditions of design, manufacture, and dependable performance, under all conditions of road and varying climate.



Comfort, beauty, luxury, convenience are all here combined to please the most exacting. All Ternstedt hardware is specially designed, and true Fisher craftsmanship is everywhere evident

An attractive gasoline tank cover and improved filler add greatly to the appearance of the rear of the new Buicks



Buick Five-Passenger Four-Door Sedan

MODEL 57 · ON 124-INCH WHEELBASE

THE trend toward longer and lower body lines is beautifully exemplified in this distinguished family car. It is an exceptionally commodious automobile—luxuriously upholstered and fitted, providing rare comfort and riding ease with smartness of an unusual order. Although a car distinguished in size, it is remarkably easy to handle. Steer-

ing is practically effortless. One can drive all day over all kinds of roads unfatigued, for a special shock eliminator absorbs road shocks and prevents them from reaching the driver's hands.

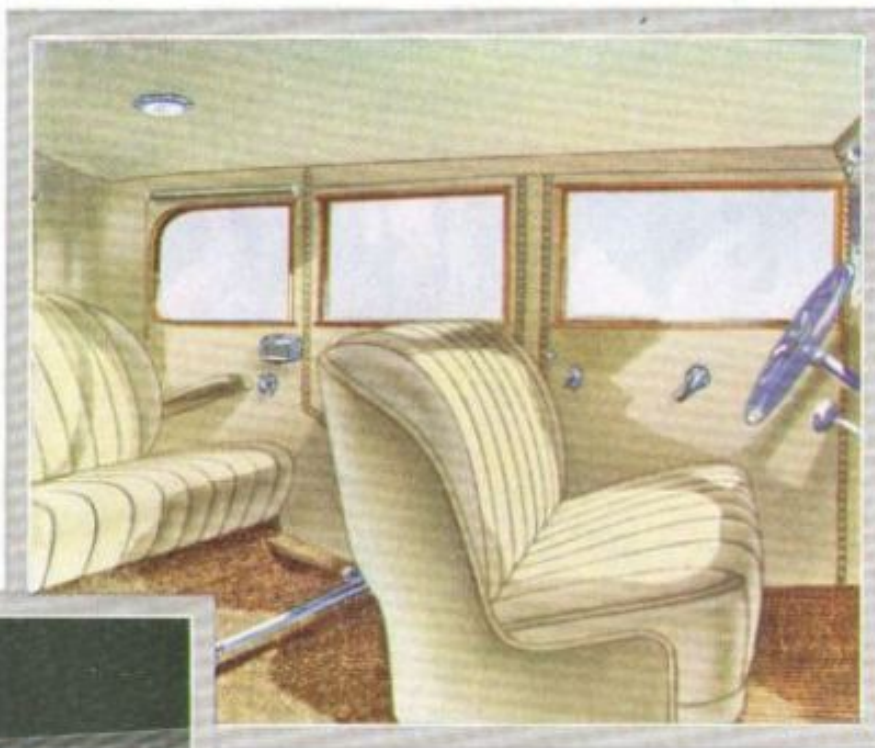
The handsome upholstery is just as durable as it is beautiful. A special process makes this fine mohair water-

proof and dust-proof—and gives it remarkable resistance to wear. It remains fresh and unmatted through the hardest usage, because of the peculiar properties of its back.

A most valuable new development in windshield construction allows one to drive without the danger or distraction of glare from headlights or sun. The windshield is carried at a slight angle, diverting reflections and adding a stylish new effect which is further emphasized by the smart new sun visor with which it is surmounted.

Larger doors, deeper cushioned, lower seats, roomier compartments, lower-swung bodies, new springs, and double-acting Lovejoy hydraulic shock absorbers, all combine to achieve a degree of riding comfort and convenience hitherto unapproached.

In this splendid new motor car, Buick offers every feature that will provide lasting satisfaction. There is a new road shock eliminator, at the front of the frame on the left side, which absorbs road shocks before they can be transmitted to the steering gear. Side cowl ventilators permit of extra ventilation when required. Two-blade automatic windshield wiper gives clear vision. A powerful stop and backing light, directly and indirectly lighted instrument panel, and tilt-ray headlamps are among its novel features.



This inviting interior is complete with every provision for motor-ing enjoyment. Note the generous depth of the upholstery, the ample head room, and the broad, form-fitting cushions



The rear compartment has every accessory, from door pockets to dome light, from arm rests to robe and foot rails



Buick Four-Passenger Coupe

MODEL 58 · ON 124-INCH WHEELBASE

No other type of car can match the delightful sociability of a coupe—especially when it is so exquisitely refined and finished as this altogether charming car.

Nowhere is the stunning new Buick beauty shown to better advantage than in this handsome model. Perfectly proportioned, faultlessly finished—a car to be justly proud

of in any company. Here, again, as in all other 1930 model Buicks, the Fisher Body is commodious. There is ample room to seat four adults in uncramped comfort. The spacious, beautifully finished interior is an ideal setting for the pleasant intimacy that only this type of car affords. A large rear compartment will carry almost any neces-

sary amount of baggage. The adjustable driver's seat is very easy riding and provides untiring comfort even in the longest drives.

The folding seat is also exceptionally comfortable—an important improvement which will be thoroughly appreciated by the fourth passenger.

Upholstery is a specially developed mohair of fine luxurious weave with waterproofed backing—an extremely durable fabric, impervious to road dust. Its color harmonizes with the body color to produce an extremely pleasing effect. It does not mat down easily like ordinary mohair.

The sloping non-glare VV windshield—so effectively treated with curved pillar and smart sun visor—is a remarkable new development that eliminates glare and greatly increases driving pleasure and security.

On the floor is a fine quality, durable, velvet pile carpet, specially designed to harmonize with the upholstery. The doors are weather-stripped, assuring permanent protection from drafts and adding to the comfort of winter driving. All floor openings are protected by neat plates with rubber seals that fit around pedals and levers, effectively excluding drafts. Side cowl ventilators give extra ventilation when it is required. In every detail this model is unsurpassed in value.

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The rear deck provides surprisingly large storage space, and is easily accessible

This beautiful car is exquisitely finished and is complete in every fine car appointment



Buick Seven-Passenger Four-Door Sedan

MODEL 60 · ON 132-INCH WHEELBASE

HERE is a car which offers the maximum of ease for seven. By reference to the seating plan, you will see that all clearances are ample and that cramping or crowding is avoided in both front and rear compartments.

The smart visor blends perfectly with the low roof lines and the sloping windshield posts add a note of distinc-

tion, as well as a decided safety factor. Seat cushions are low and soft, with the finest springs in seats and backs. Cushioned arm rests and assist cords are also provided.

Upholstery is a new and improved mohair fabric. It is dust and waterproof and does not mat down easily. Tests prove this fabric to be many times longer-lived than

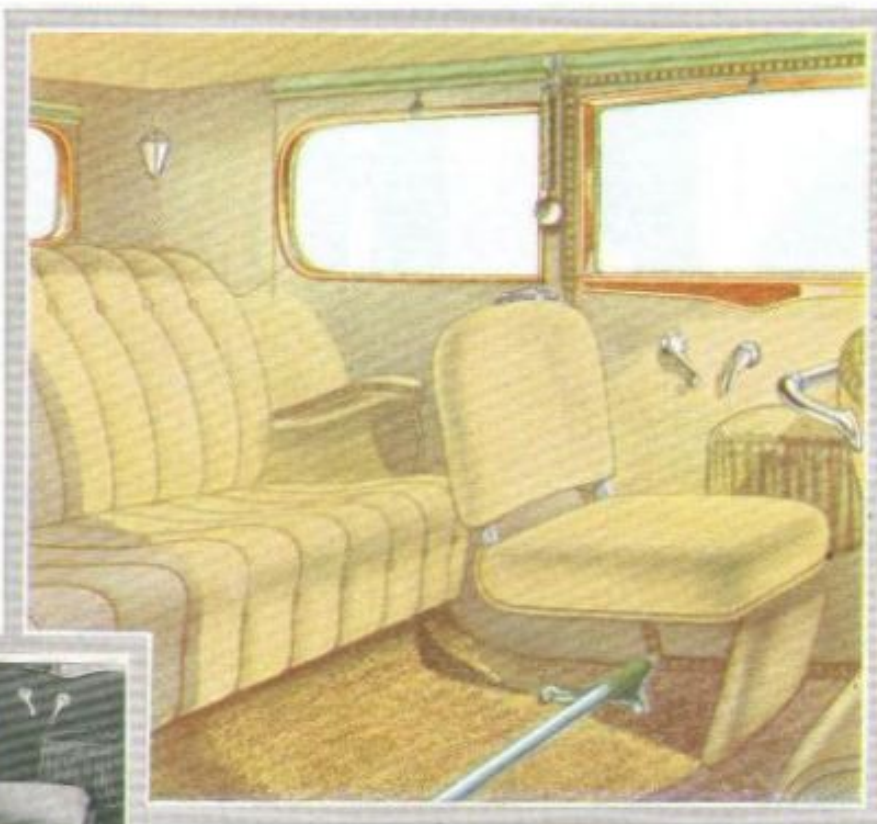
ordinary mohair. The floor is carpeted in durable velvet pile, perfectly matching the upholstery in color. The front compartment has a rubber floor covering.

Foot and robe rails are beautifully nickeled, the robe rail terminating in assist handles for passengers entering or leaving. Handsome curtains in harmonious colors and silk finish are furnished for the rear, rear quarter, and rear door windows. Curtains are completely sunproof.

The back compartment is lighted by corner and dome lights, with lighting switch located on the center door post, and an automatic switch which operates the dome and corner lights when the rear curb-side door is opened.

Vanity and smoking cases in art metal are provided, as is every detailed nicety for the comfort and convenience of driver and passengers.

Excellent ventilation is assured by the Fisher VV sloping windshield, the smooth acting window regulators, and by the two side cowl ventilators, which are waterproof in any position. Another unusual feature is the road shock eliminator on the left front of the frame, which absorbs road shocks before they reach the steering mechanism. Two-blade automatic windshield wiper and four double-acting Lovejoy shock absorbers are furnished.



The rear compartment is really sumptuous, from the rich upholstery to the specially designed fittings



Note the unusual size and comfort of the auxiliary seats



Buick Five or Seven-Passenger Four-Door Limousine Sedan

MODEL 60-L · ON 132-INCH WHEELBASE

THIS aristocratic car serves a dual purpose. It is instantly changed from a seven-passenger, owner-driven sedan for informal use to a chauffeur-driven limousine which is correct for the most formal occasions.

The front seat is appropriately trimmed in leather of excellent quality. The rear compartment is done in rich

upholstery in colors to harmonize with the lustrous exterior finish and handsome ornamental striping.

Front and rear compartments are separated by a disappearing glass partition, quickly adjusted to give privacy or to throw the two compartments together. A dictaphone permits instructions to be issued to the driver without

lowering the glass partition. Too much emphasis cannot be laid upon the excellent taste and fine quality of all interior details. Buick has built into every model an extra margin of beauty and convenience.

A handsome smoking case with electric cigar lighter is furnished.

The carpet is of velvet pile dyed before weaving, in colors to match the upholstery material.

All rear compartment windows are curtained in sun-proof, silk-finished material, including those in the doors.

Extraordinary provision has been made to prevent drafts in cold weather, the windows being fully sealed, and all floor openings closed by plates with flexible rubber pads that fit around pedals and levers. The dome and corner lights turn on when the curb-side door is opened, or are manually operated at will by a pillar switch.

The specially designed Ternstedt hardware, beautiful corded robe rail, arm rests and assist cords, the head lining, and the details of trimming are all such as would grace the most luxuriously furnished home.

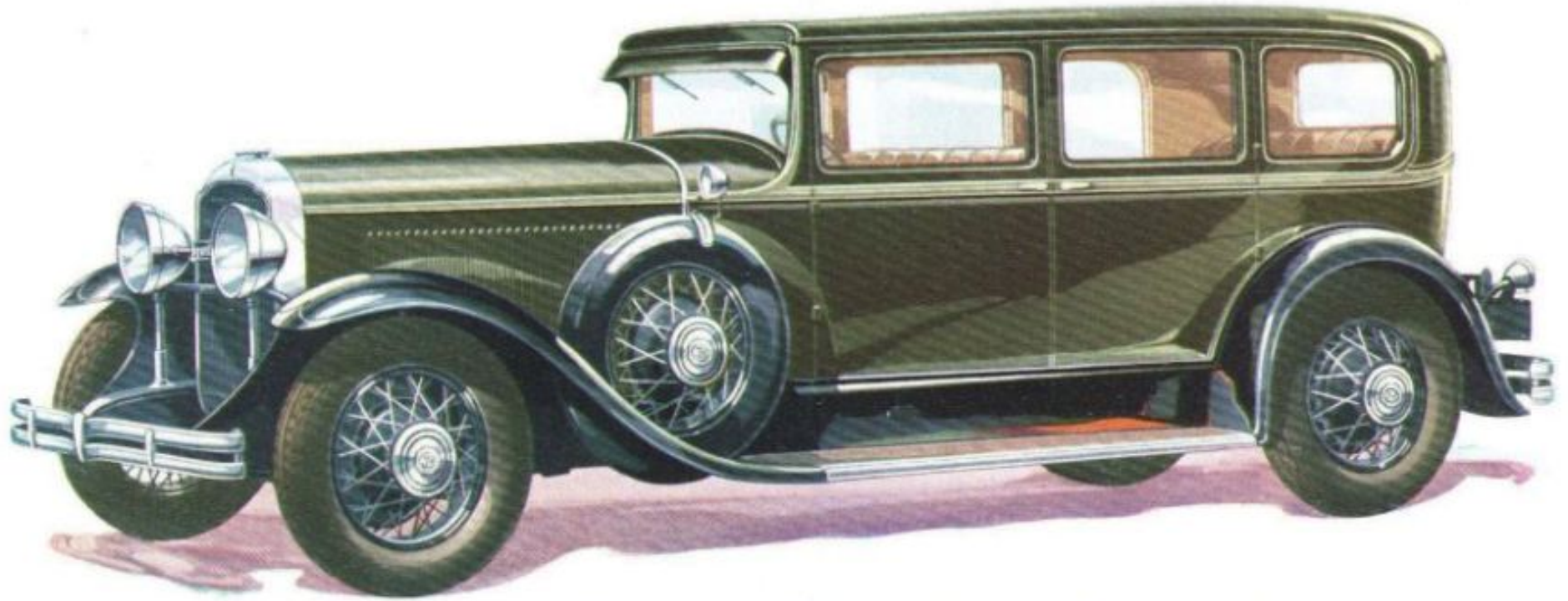
Riding ease also reaches new heights in this car. For not only is it equipped with the latest improved type of double-acting Lovejoy hydraulic shock absorbers, but the spring suspension has been redesigned and new form-fitting



The rear compartment, showing the adjustable partition, the comfortable extra chairs, and the rich interior harmony

Left, dictaphone above driver's head. Right, same in rear quarter

cushions have been developed. This limousine is the finest car ever built by Buick—a genuine triumph in luxury, in smooth, quiet power, and in smart beauty and authentic style.



Buick Five-Passenger Four-Door Special Sedan

MODEL 61 · ON 152-INCH WHEELBASE

LONG and low and beautiful, sparkling with brilliant chromium, 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 by Fisher is finished in rich Duco colorings, with moldings and insets in con-

trasting colors and with distinctive striping on the moldings. The smartly modeled rear end is fitted with a trunk rack of new and attractive design.

Inside, the low, form-fitting cushions and seats are done in a new mohair fabric, which is vastly more durable than ordinary mohair because of its specially processed

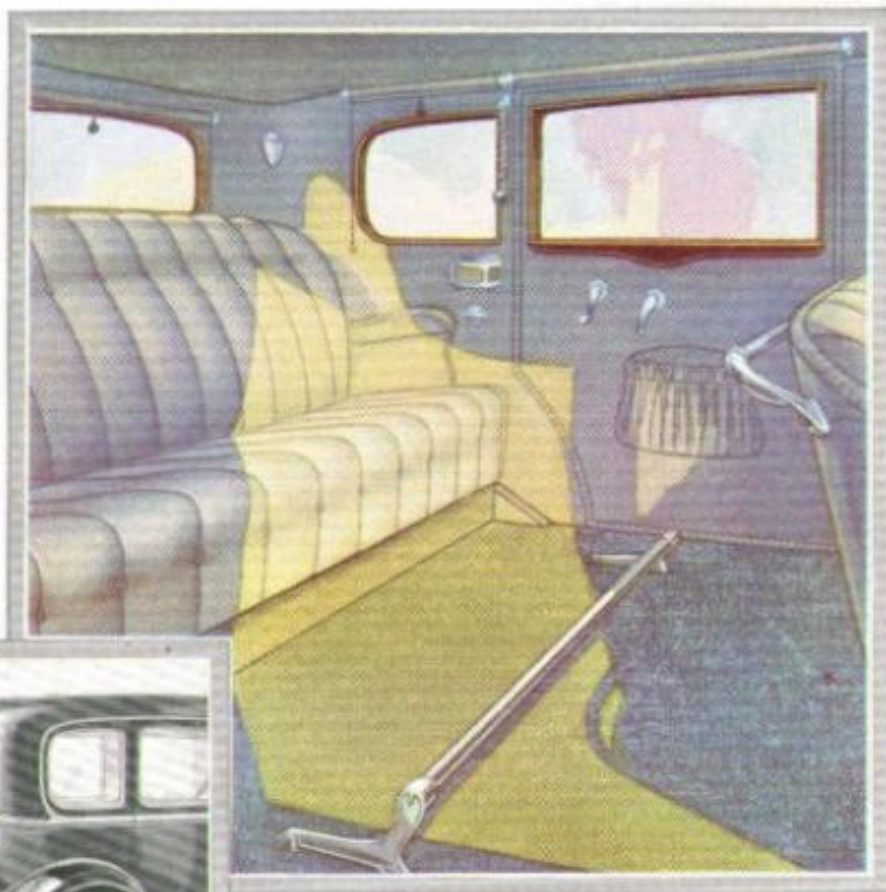
back. This back is not only dust and waterproof, but holds the pile firmly erect, so that it does not pack down readily and lose its luster as ordinary mohair will do.

The carpet is a fine quality of durable velvet pile, the front compartment being covered with an attractive rubber floor mat, which was especially made for Buick.

All hardware is specially designed for Buick by Ternstedt designers working in harmony with Fisher. Interior hardware is heavily nicked and polished, while the exterior brightwork is chromium-plated.

In addition to the ventilation provided by the Fisher non-glare VV windshield and adjustable windows, the front compartment has screened ventilators. All doors are fully sealed and the floor openings are closed by plates having flexible rubber seals—a new Buick development.

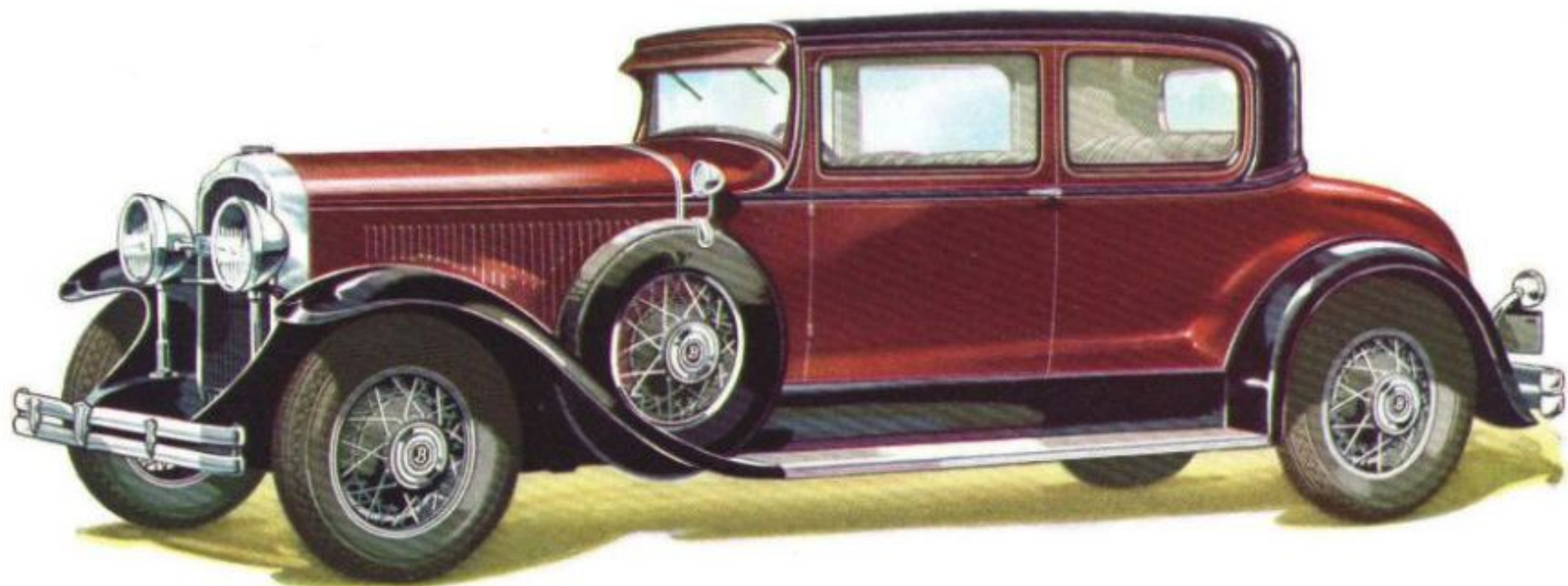
The driver will especially appreciate the new Buick road shock eliminator—a device which is installed on the front end of the left frame side member, and which absorbs all road shocks before they reach the steering gear. This improvement makes for easy steering and better roadability. The car will go straight down the road at any driving speed, increasing the pleasure of every mile of driving.



Rich beauty and elegance of appointments characterize the five-passenger sedan interior



A new trunk follows the smart lines of the new Buick effectively



Buick Five-Passenger Coupe

MODEL 68 • ON 152-INCH WHEELBASE

THERE is a smartness about a well-designed long wheelbase coupe that has a universal appeal. The Buick Coupe for five provides this esthetic charm, coupled with a very practical seating arrangement that accommodates five adults in perfect comfort for all-day driving. Doors of generous width open upon the two luxurious folding front

chairs and make access to the large full-width rear seat simple and easy. The driver's seat is adjustable.

The handsomely modeled rear deck is a baggage compartment of unusual size, sufficient to hold luggage for a long cross-country trip. Like the other Buicks, the five-passenger coupe may be had with special equipment, as

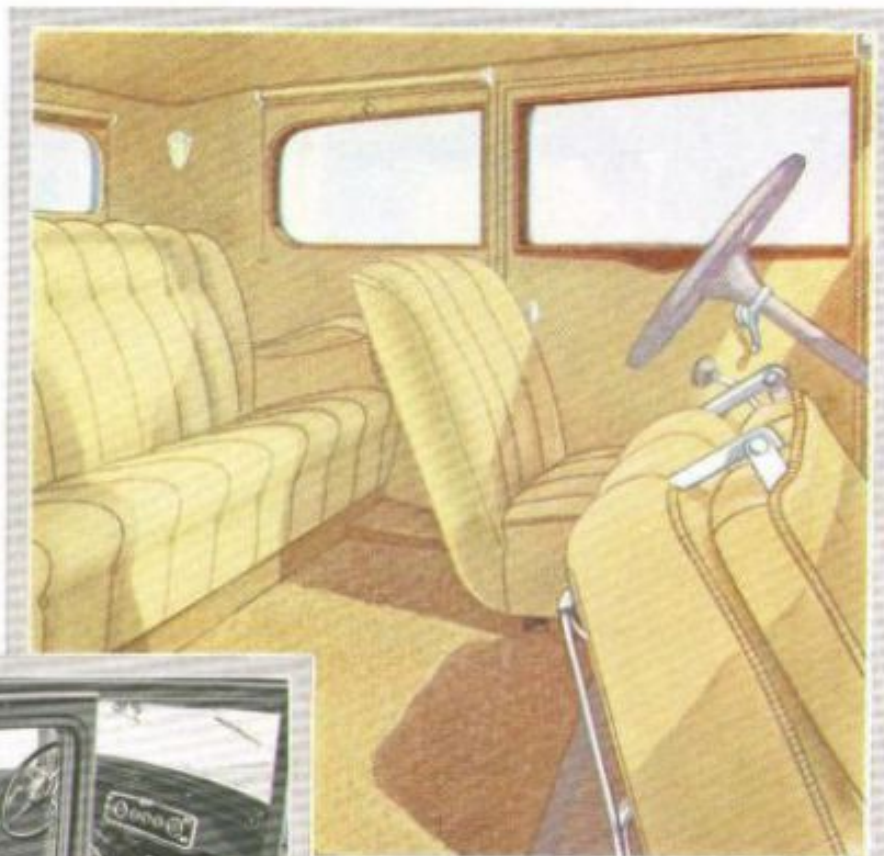
shown. Harmonizing beautifully with the exterior colorings, the interior is upholstered in the new type of mohair used on all Buicks. Silk finish window curtains, head lining, and velvet pile carpet are also specially colored to match.

The Ternstedt hardware in the interior is heavily nicked and all outside brightwork is chromium-plated.

Every convenience that you could ask has been anticipated, including such items as, double windshield wiper, screened ventilators in each side of the cowl, weather strips on all doors, art-metal smoking and vanity cases, formed and padded arm rests, automatic light switches that operate when the doors are opened, draft-proof plates with rubber pads around all floor openings, pedals, and levers.

Four double-acting Lovejoy hydraulic shock absorbers and the newly developed spring suspension insure riding ease of the highest order. In addition, the new road shock eliminator adds a new luxury to driving. This valuable feature prevents the transmission of road shocks through the steering wheel. It adds greatly to ease of steering and roadability.

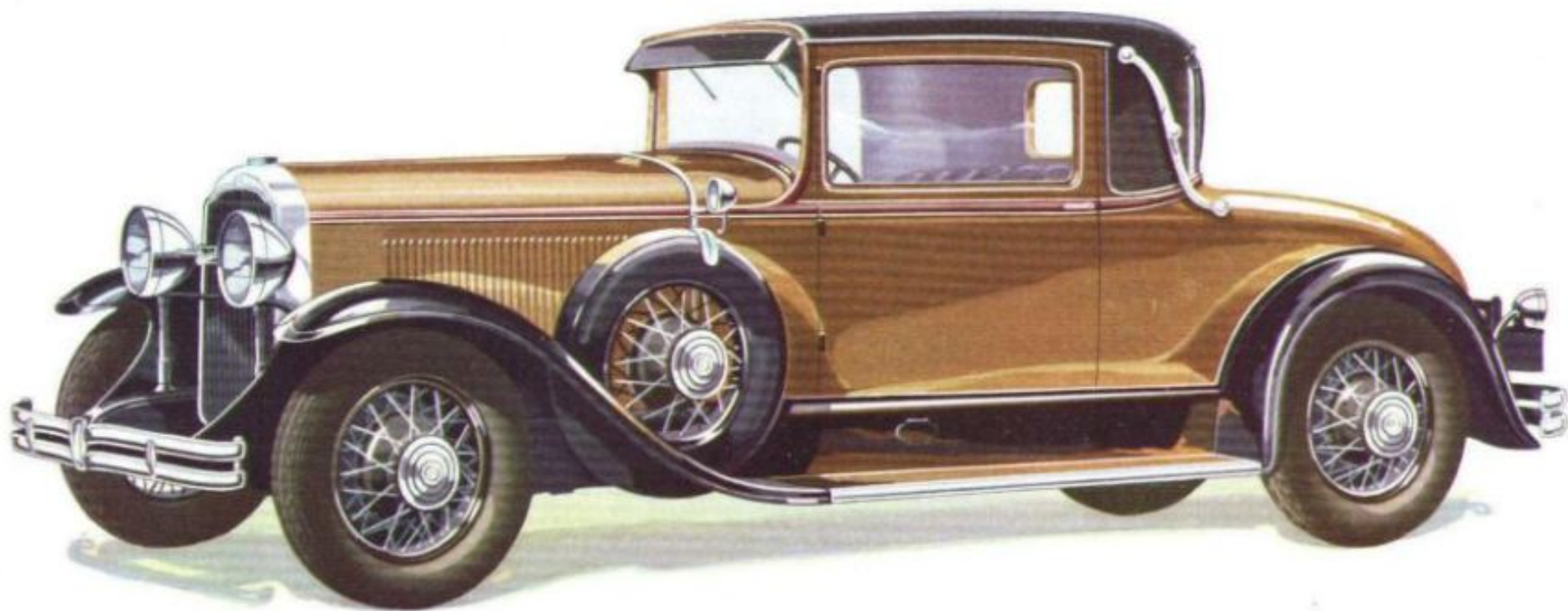
The instrument panel is both directly and indirectly lighted, and the Fisher VV sloping windshield kills the glare from other cars' headlights.



A fine feature of the coupe is the roomy, full-width rear seat for three



This view shows the ample leg room in the rear seat and the luxurious character of the front seats



Buick Four-Passenger Country Club Coupe

MODEL 64-C • ON 132-INCH WHEELBASE

THE striking exterior of this modish car suggests exactly the purpose for which it is intended—to serve as the spirited companion for outings of every description or as a general purpose car of more than ordinary smartness.

Black long grain leather covers the low top, which is further ornamented by chromium-plated landau side irons.

The inside seat has ample room for two, and a rumble seat in the rear deck accommodates two more. This deck also has a golf locker, with a convenient door on the curb side. The rear window is arranged so that it can be completely lowered for ventilation or when passengers are occupying the rumble seat. It is operated by a window

regulator located below the window. A partition is provided to prevent drafts from going around the seat.

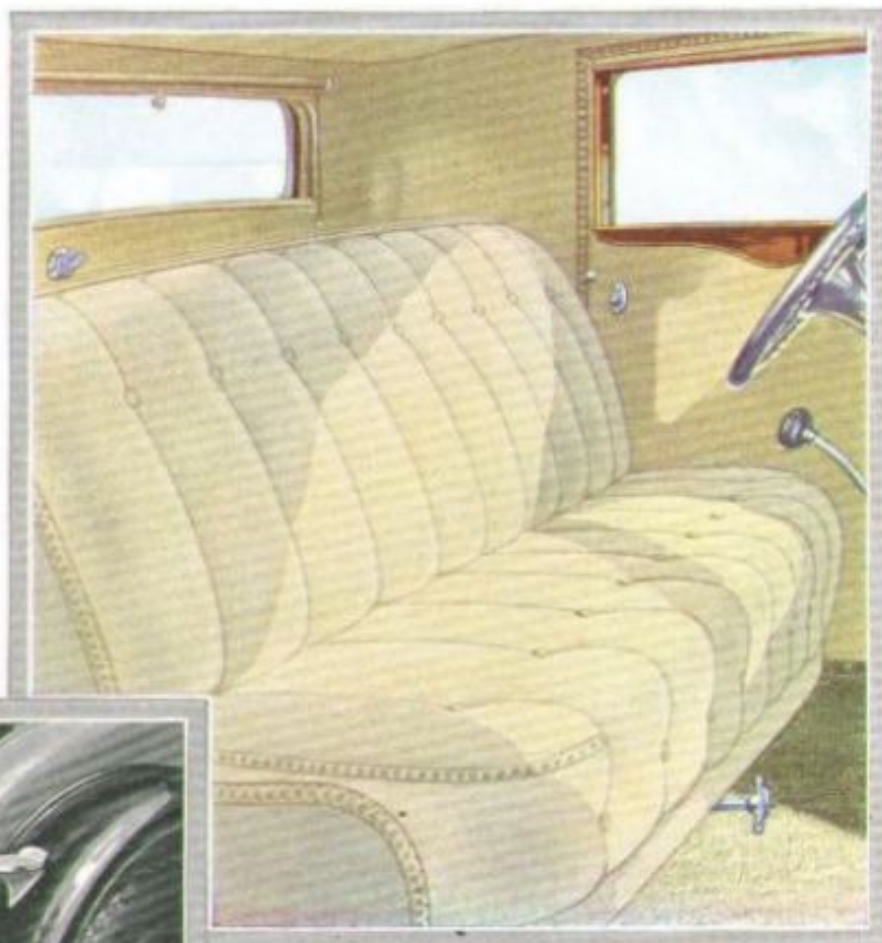
The same fine mohair fabric used on all Buicks covers the interior cushion and seat back of the sport coupe, with head lining to match.

The comfortable rumble seat is upholstered in leather of excellent quality.

All accessories and conveniences are fine and complete, including such features as double windshield wiper, fine-screen ventilators in each side of the cowl, weather strips on doors, ash receiver, light switch that operates when the curb-side door opens, draft-proof plates with rubber seals around all floor openings—such as those for foot pedals and levers. These keep out drafts and fumes.

Not only is the rumble seat deeply upholstered, but it is fitted with padded arm rests and is remarkably comfortable. It is reached by two convenient steps—one on the frame cross member, and one on the rear fender. Provision is made for a new type trunk rack, and bumper brackets are integral with the frame, both front and rear.

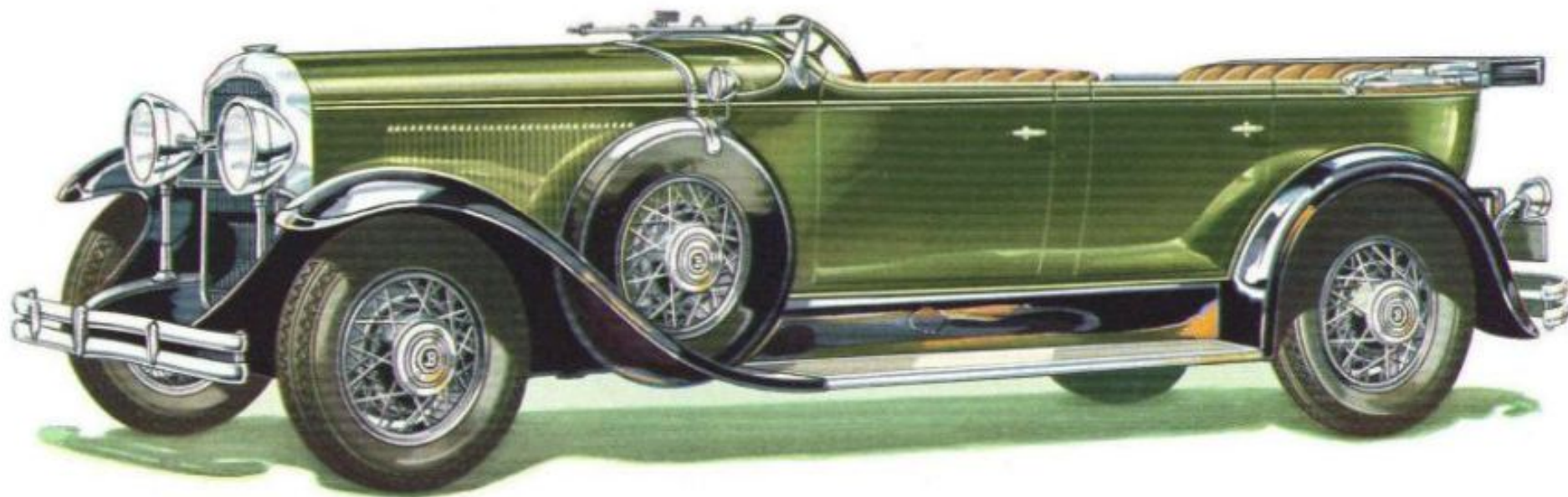
Other important features are the Fisher VV sloping windshield, which kills glare, and the new Buick road shock eliminator, which adds to driving comfort.



Interior of the Country Club Coupe, showing adjustable seat, adjustable rear window, and rich new upholstery



The trim rear end of the Country Club Coupe, with easy steps, new trunk rack and bumper, and comfortable rumble seat



Buick Seven-Passenger Phaeton

MODEL 69 • ON 132-INCH WHEELBASE

THE openness and freedom of the phaeton type have never been more eloquently expressed than in this swift low-swung Buick. Its long, sweeping lines, its folding windshield and compact top, its special hardware in flashing chromium, all combine to give it a smart and distinguished character in keeping with the latest mode.

Special double-texture top covering is used for the top, with natural wood bows and fully plated slat irons. The side curtains are storm-proof and open with the doors.

Upholstery is in beautiful genuine leather, in soft plaits over easy, double-deck springs. The large auxiliary seats are specially designed and unusually comfortable.

The tonneau is covered with a fine velvet carpet, the foot rest being bound in carpet. A rubber floor covering is provided for the driving compartment. In the left front door is a very convenient tool pocket, fitted with a lock.

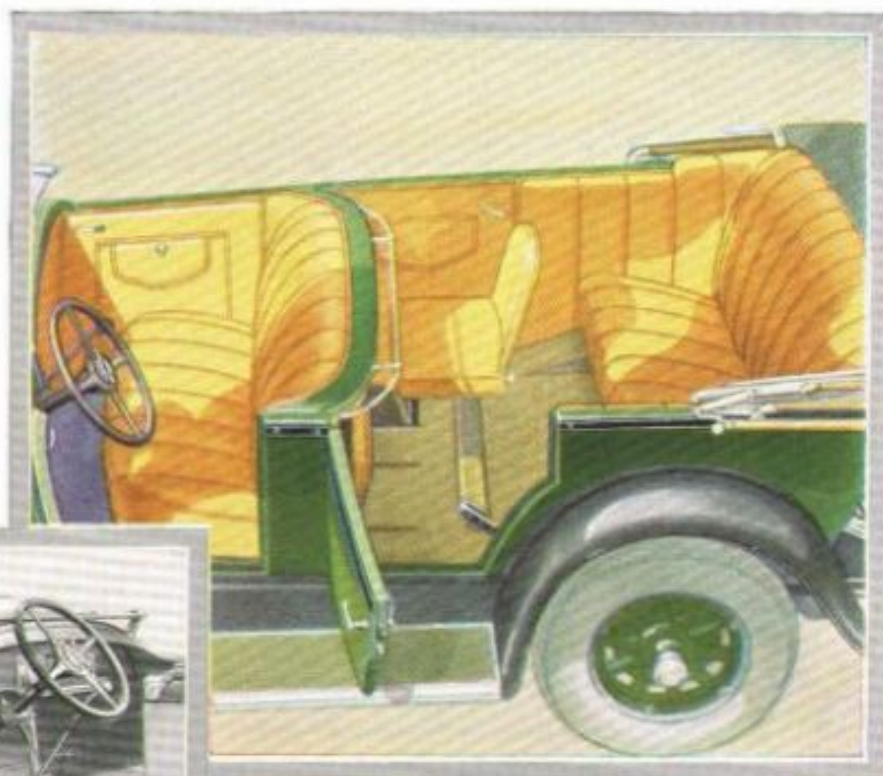
Ventilators with screens are placed low on either side of the cowl to give complete ventilation during hot weather.

Scuff plates are etched aluminum. The windshield wiper and rear view mirror are full chromium-plated, as well as the windshield supports and the head, cowl, and tail lamps. The door handles are also in chromium.

Both driving compartment and tonneau seats are unusually wide, being set low in the car, with high backs, to give full support and restful comfort, which are especially desirable for long drives or touring.

The instrument panel is both directly and indirectly lighted. Headlamps are tilt-ray, controlled by a switch on the wheel. The stop and backing light has a 15 candle power bulb for night use.

On the frame at the left front is the new Buick road shock eliminator, which absorbs road shocks before they reach the steering gear. Four double-acting Lovejoy hydraulic shock absorbers insure riding ease.



This view shows the great roominess of the Buick Seven-Passenger Phaeton, and the unusually wide and comfortable auxiliary seats



Here is the tool locker open, showing the convenient arrangement of tools. The view also shows the driving compartment, with instrument panel, steering wheel levers, and theft lock on the steering column

Buick Specifications

ENGINE

Type—Valve-in-head, six-cylinder.

Bore and Stroke—118" series, $3\frac{1}{8}$ " x $4\frac{5}{8}$ "; 124" and 132" series, $3\frac{3}{4}$ " x 5".

Cubic Displacement—118" series, 257 cu. in.; 124" and 132" series, 351 cu. 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 bearing 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—Centralized lubrication—Zerk fittings.

FUEL SYSTEM

Carburetor—Marvel. Type—air valve triple jet. 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. 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— $\frac{3}{8}$ " 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—1. 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 Width—118" series, 7"; 124" and 132" series, $7\frac{3}{4}$ ".

Flange Width—118" series, $2\frac{1}{2}$ "; 124" and 132" series, 3".

Cross Members—Number of members—118" series, 6; 124" and 132" series, 7.

Frame Width—Front 118" series, 50"; Front 124" and 132" series, $50\frac{1}{4}$ "; 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—Hyatt 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, $36\frac{3}{8}$ "; 124" and 132" series, $37\frac{3}{8}$ ".

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, $58\frac{1}{4}$ ".

Width—All series, $2\frac{3}{4}$ ".

SHOCK ABSORBERS

Make—Lovejoy.

Type—Double-acting hydraulic.

Location—Front and rear.

BRAKES

Service Brake—Type—Buick controlled Servo internal mechanical expanding, self-energizing two-shoe cam. Location—front and rear. Equalized—front to rear. Completely enclosed, protected from water and dirt.

Hand Brake—Independent. Location—rear wheels, internal mechanical. Shoes—2. Actuation—cam.

ELECTRICAL SYSTEM

Make—Delco-Remy. Type—two-unit. Voltage of system—6 volts. Headlamp type—guide tilt-ray. Instrument board lighting—direct and indirect. Battery—Exide.

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

Stop and Back-up Light—15 candle power.

Headlamps—21-21 candle power.

All facts in this book have been checked but are subject to correction

The following special equipment at small additional cost: Wire wheels, special wood wheels, disc wheels, trunk rack, trunk, fender wells, and bumpers