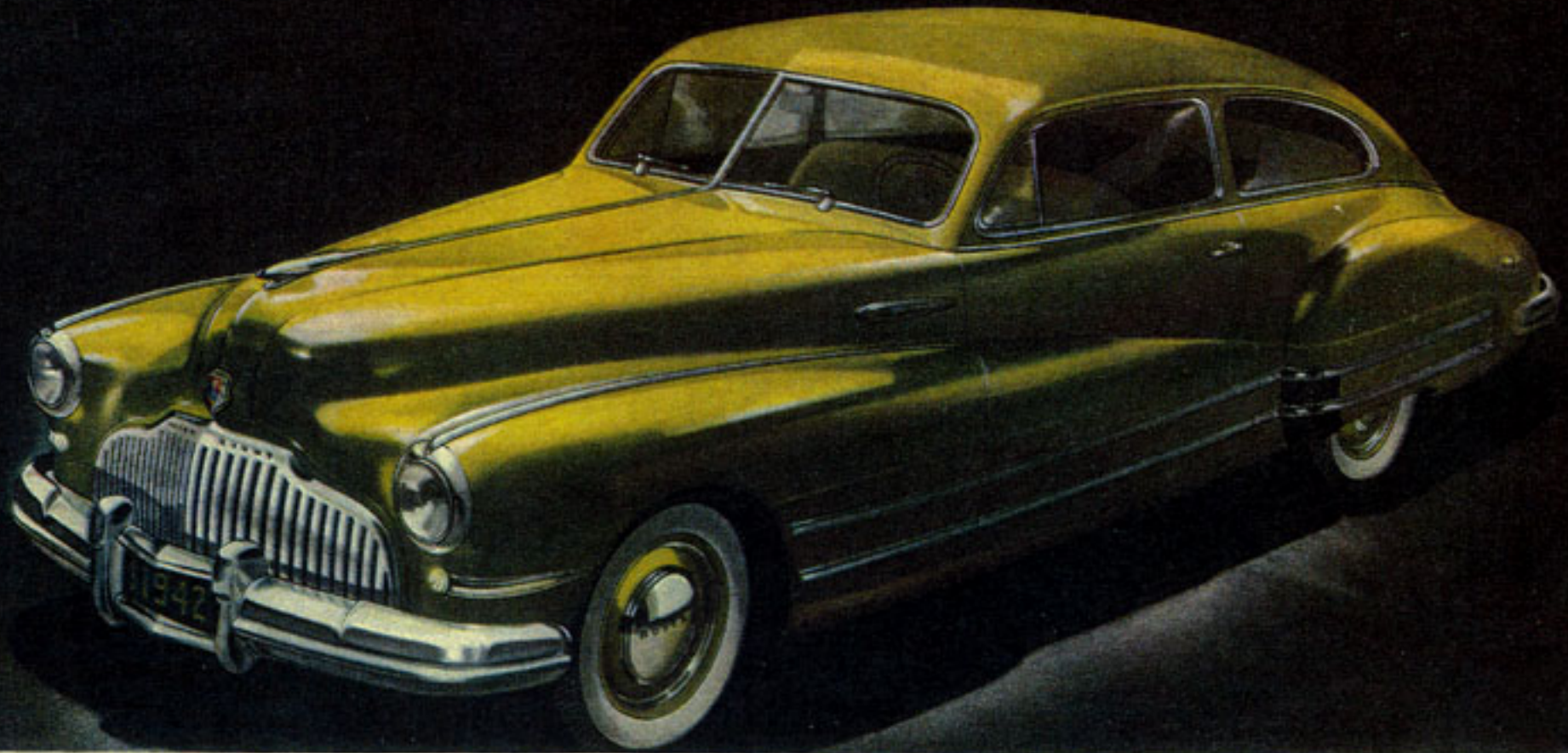


# BUICK

1942



★ WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM ★

BETTER BUY BUICK



# Value for You in '42

## Special SERIES 40

Wheel base, 118 inches  
A group of five capable cars, compact enough to fit easily in the garage, maneuver handily in traffic, or slip into a tight parking space. Abundantly powered. Compound Carburetion is available as extra equipment.



MODEL 44—Three-passenger utility coupe



MODEL 48-S—Family sedan

## EXTRA Special

SERIES 40  
Wheel base, 121 inches

About six inches longer over all than Special models, the Extra Specials provide generous additional back seat legroom. Models 41-SE and 46-SSE, at slight extra cost, feature Buick CENTURY equipment, which includes Compound Carburetion, Foamtex cushions, and other de luxe appointments.



MODEL 48—Three-passenger business sedan



MODEL 46—Three-passenger business sedan. This body style available as 46-S with full-width rear seat, and as model 46-SSE, with Century equipment



MODEL 47—Six-passenger four door sedan



MODEL 41—Six-passenger four-door sedan. Also available as 41-SE with Century equipment



MODEL 44-C—Six-passenger convertible coupe with full rear seat



MODEL 49—Estate wagon

# CHOICE OF Six COMPLETE LINES



A handy ventilator control, mounted just below the instrument panel, regulates the supply of fresh air exactly as you want it.  
Door jamb switches automatically turn on interior lights so that you never enter a dark car.  
The antenna can be rotated from inside the car to point downward for parking, upward for reception. It is a telescopic type, which can be lengthened as needed for distant stations.

## Super

SERIES 50  
Wheel base, 124 inches

Completely new bodies and extremely smart exterior lines make this group of three cars brilliant style-masters of the highways. They are long, low, fleet looking. Roomy, too—front seats measure sixty-two inches wide. New airfoil fenders add to their dashing beauty, permit extra-wide doorway clearances, and enclose the handy entrance steps.



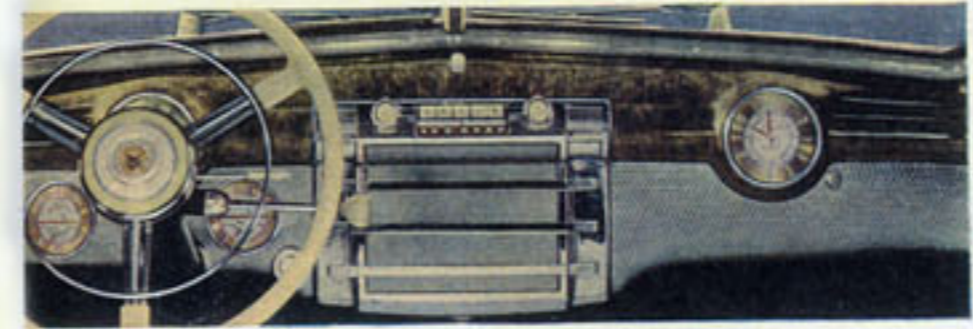
MODEL 51—Six-passenger four-door sedan



MODEL 56-S—Six-passenger sedan



MODEL 56-C—Six-passenger convertible coupe with full rear seat



Instrument panels are attractive and practical. In the Series 50 and 70, they are newly arranged throughout with the speedometer dial and clock in the upper portion for exceptional ease in reading. The lower portion has a handsome engine-turned finish.



The Weather Warden ventilator, standard in Limited models, is available on all other series as an accessory. It automatically maintains the temperature level you want in cold weather, with even distribution of warmth throughout the car. In summer, it circulates fresh air. Controls are within easy reach on the instrument panel.

## Century

SERIES 60  
Wheel base, 126 inches

Two fleet, notably roadworthy models that stand out for style and performance. Powered with the giant Buick Fireball valve-in-head straight-eight with Compound Carburetion as standard equipment—the most powerful automobile engine in scheduled production—they travel as you like and without effort. And they ride all roads steadily without galloping over bumps or swaying on curves.



MODEL 61—Six-passenger four-door sedan



MODEL 66-S—Six-passenger sedan

# 23 INDIVIDUAL MODELS OF Buick Limited



Handy entrance steps on all models are concealed by the doors and are always dry and clean.  
Convertible Press-button tops are electrically operated, or can be operated manually when the engine is not running.  
A convenient map light provides illumination for the front compartment and gives direct light on the ignition switch.

## Limited

SERIES 90  
Wheel base, 139 inches

Built not for ostentatious show but to provide the utmost degree of true comfort and luxury, these Limited models are unsurpassed in performance ability, restful riding ease, smart styling, and completeness of appointment.

## Roadmaster

SERIES 70  
Wheel base, 129 inches

Long, powered for travel as you like it, the three Roadmasters are also spacious for comfort, smartly styled for good looks. Their bodies are completely new, roomier than ever, and are strikingly set off by airfoil fenders, massive bumpers, and other distinctive style features.



MODEL 71—Six-passenger four-door sedan



MODEL 76-S—Six-passenger sedan



MODEL 76-C—Six-passenger convertible coupe with full rear seat



MODEL 91—Six-passenger four-door sedan



MODEL 90—Eight-passenger four-door touring sedan



MODEL 91-F—Six-passenger four-door formal sedan



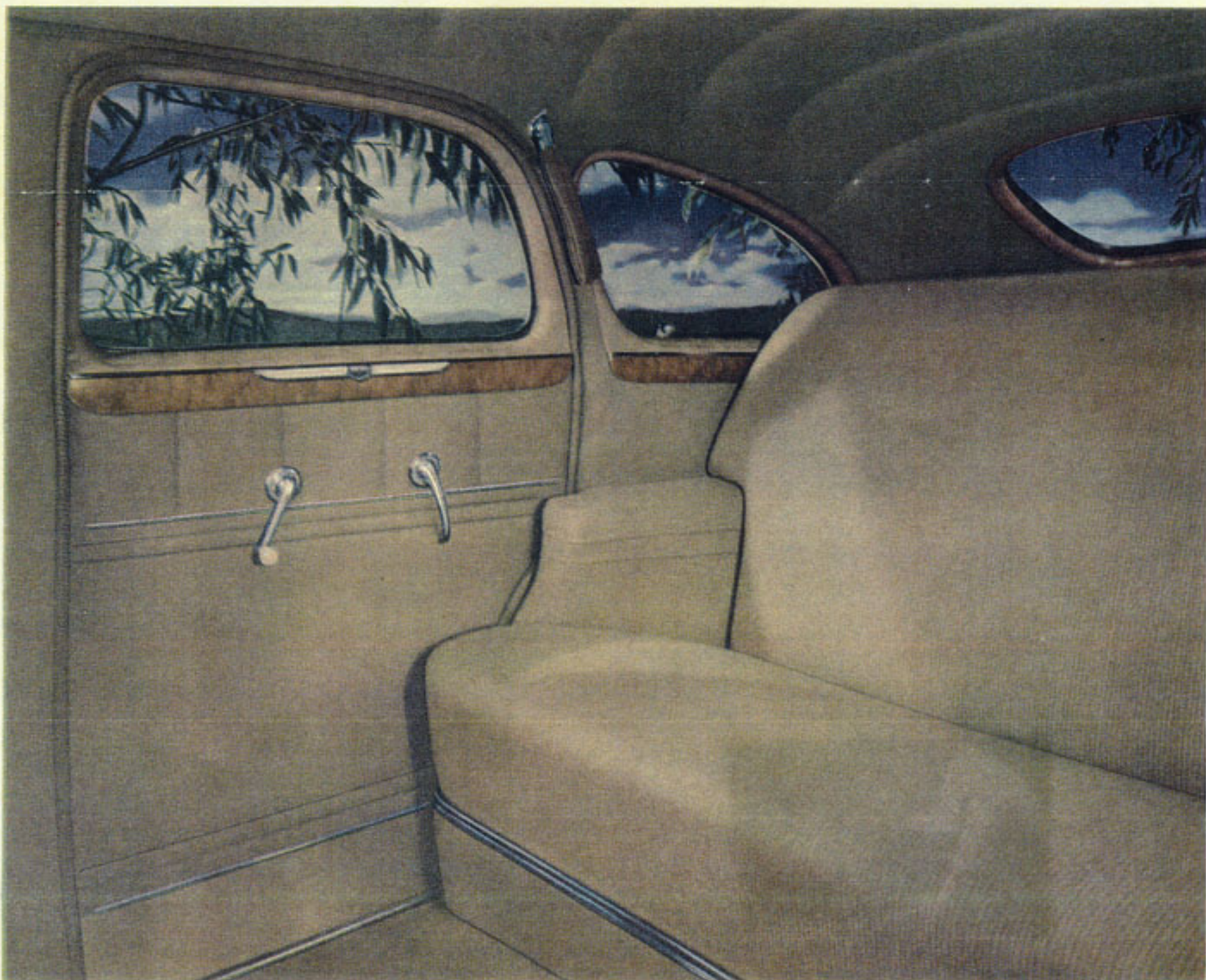
MODEL 90-L—Eight-passenger limousine



## *Roomy Comfort Is Yours in the Extra Special Sedan*

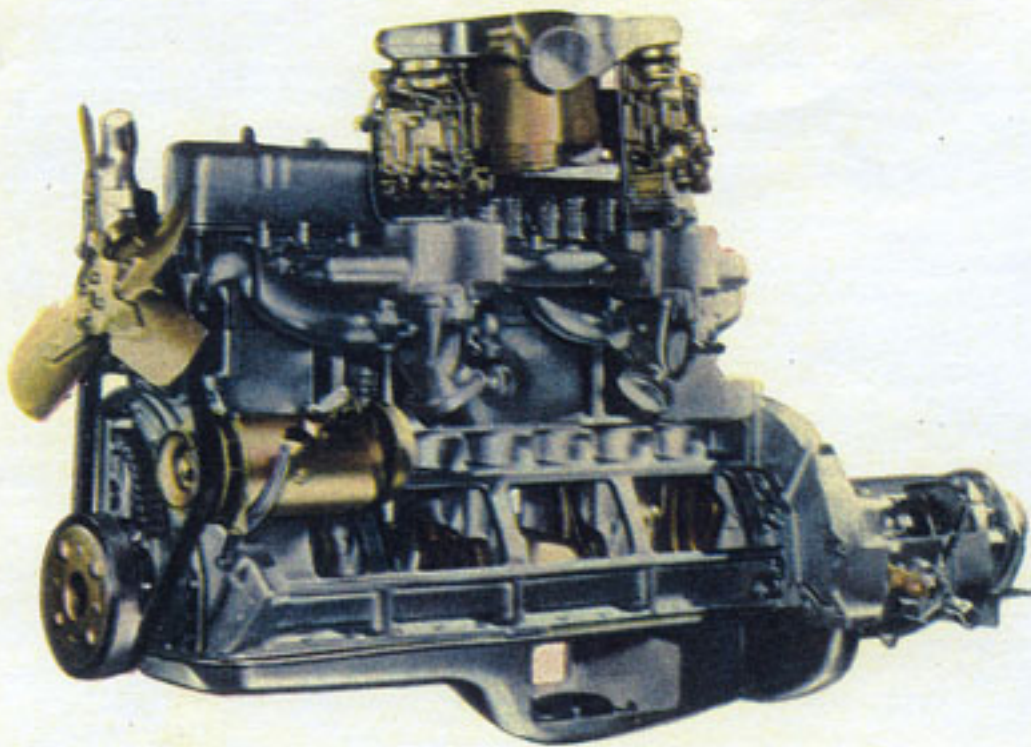
Every requirement for pleasant travel is here provided in abundance. The wide rear seat is deeply cushioned for comfort and flanked at either end by a resilient armrest that invites your passengers to relax and enjoy the ride. Rear quarter windows move forward and back with a sliding control to admit fresh air as wanted without drafts. You will find a handy ash receiver in the back of the front seat. Assist straps are the popular snap-back type, which

stays out of the way when not needed. You'll like the rich finishing touches—the jeweled medallions on garnish moldings; the lustrous plastic shanks of door and window regulators, reinforced with steel inserts. For safety, particularly of children, the rear door locks are easily converted into a free-reeling type. This prevents accidental opening of the door by use of the inside handle after the lock button is pushed down.



# Your Money's Worth

## BEGINS WITH THE POWER PLANT

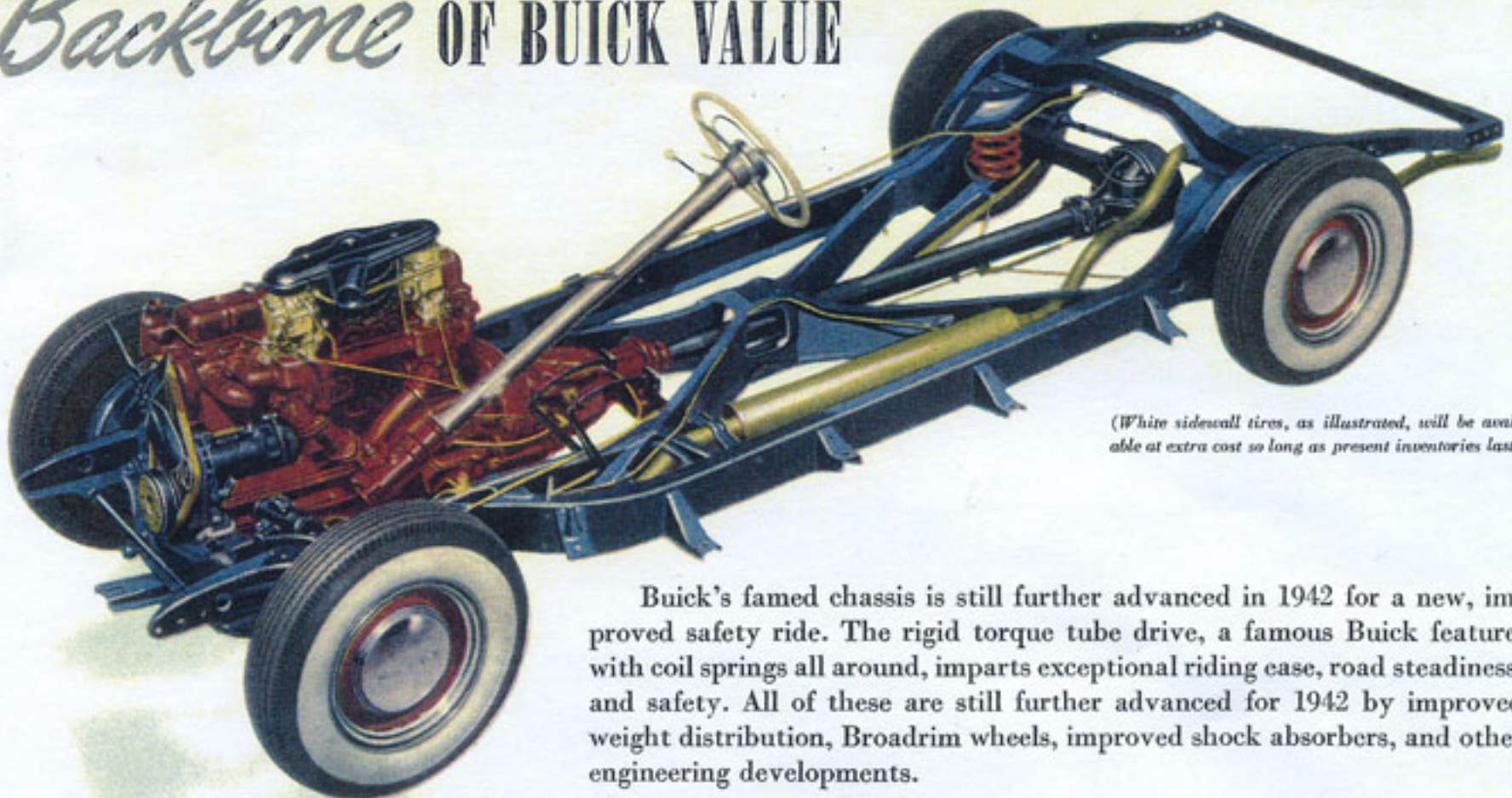


Study the engine when you select your car. This year especially, make sure that it will be economical in operation, that it will give you long, trouble-free service. Buick's Fireball valve-in-head straight-eight for 1942 retains all of Buick's famous superiorities in design, plus improvements for longer bearing life. Compound Carburetion is standard on all Buick engines, except in Special and Extra Special Series, and is available for those series at a little increase in cost. It steps up power output and is highly flexible. For normal driving, one carburetor supplies a thrifty fuel mixture; for exceptional needs, the second swings in, giving the additional power required.



## THE BUICK CHASSIS

# Backbone OF BUICK VALUE



*(White sidewall tires, as illustrated, will be available at extra cost so long as present inventories last.)*

Buick's famed chassis is still further advanced in 1942 for a new, improved safety ride. The rigid torque tube drive, a famous Buick feature, with coil springs all around, imparts exceptional riding ease, road steadiness, and safety. All of these are still further advanced for 1942 by improved weight distribution, Broadrim wheels, improved shock absorbers, and other engineering developments.

*Buick Motor Division, General Motors Sales Corporation, reserves the right to make changes, at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.*

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