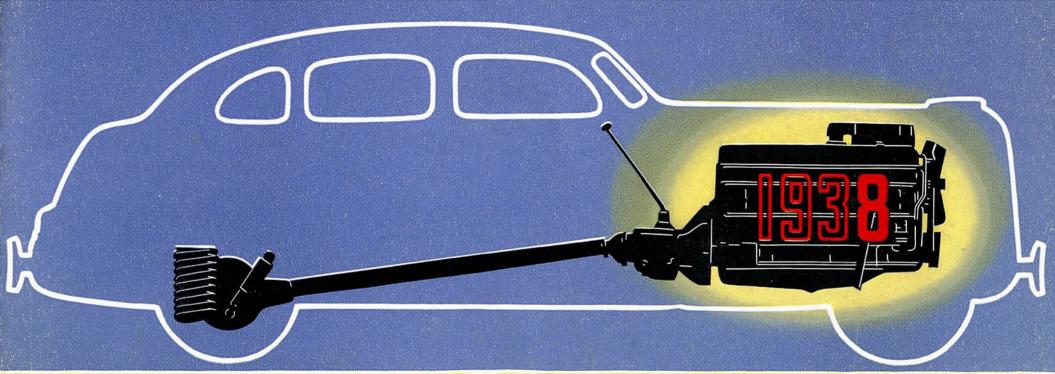


The ROADMASTER Series 80

The CENTURY Series 60

The SPECIAL Series 40



WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Buick CARRIES THE BANNERS Forward

LHIS is a success story—the story of the new Buicks for 1938, which, in the few months since their introduction, have captured public favor to an extent unparalleled by any other fine car.

During the first full month of the 1938 model season, Buick sales soared into third place for the entire nation. Within three months of their introduction, 56,563 new Buicks had been sold.

Again, the four series of Buicks have become the most desired cars of the year. Sheer value, in the Buick Special, has persuaded record thousands to step up and out of the small car field. Sheer value, in the Buick Century, has won enthusiastic new buyers in the lower medium-price group. Luxury, in the Buick Roadmaster and Limited, has attracted fine car buyers the country over.

As one example of Buick's popularity, visitors at the New York Automobile Show, polled by a nonpartisan research organization, voted Buick the "best looking car of 1938."

But smart appearance is only a minor reason for Buick's smashing success this year.

Two big reasons being the most advanced engineering developments of the decade.

One is Buick's new Dynaflash valve-in-head straight-eight engine.

The other is Torque-free coil springing.

Buick has been manufacturing valve-in-head engines since 1904. They cost more to build, but they are more efficient than any other type.

Buick's valve-in-head engine is ten per cent more efficient than any other engine of equal size and compression.

Now, we have topped even that high mark!

In 1937, the engine in the Special developed 100 horsepower. That in the Century, Roadmaster, and Limited developed 130 horsepower.

For 1938, the new Dynaflash engine in the Special turns up 107 lively horsepower. The Dynaflash engine in the Century, Roadmaster, and Limited turns up 141!

That in itself is not sensational. The exciting note behind Buick's new performance is the fact that these Dynaflash valve-in-head straight-eight engines are no larger than before! They don't use any additional gasoline to gain this extra power. Indeed, under regular driving conditions, they use even less!

Turbulator pistons, with their new compression principle, are responsible for this startling increase in engine efficiency. How they do it is explained in simple terms in this catalog.

The Dynaflash valve-in-head straight-eight engine gives Buick for 1938 smooth and thrifty performance unequaled by any former models.

To match this engine performance with a like degree of ride superiority, our engineers have given this Buick the first ride designed specifically for a motorcar-torque-free springing on rear wheels.

Leaf springs and shackles have been discarded. In their stead, smooth-flexing coil spring con-

struction is used.

No doubt, you have already experienced the suppleness of coil springs as employed in Buick's Knee-Action. You know their advantages: they blot out vibration; reduce service needs and wheel chatter, also unnecessary tire wear; and contribute to easier handling. They are unaffected by wear or weather. Torque-free coil springs carry these major benefits to the rear wheels.

Moreover, by incorporating a husky transverse radius bar in its construction, torque-free springing banishes sidesway, and thus practically eliminates the danger of skidding.

Still more, these coil springs are perfectly controlled by transport type shock absorbers. Recoil is effectively dampened out.



Both of these new developments are exclusive to Buick, for these two good reasons:

The Dynaflash principle can be applied efficiently only to valve-in-head engines.

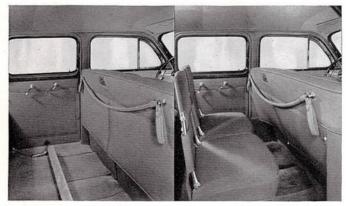
Torque-free springing is practical only with the rigid backbone of a torque tube drive. Like the valve-in-head engine, the torque tube drive feature is more costly to build; yet Buick has adhered to it since pioneering days.

This catalog describes briefly a few of the many Buick advances. Owners of 1938 Buicks will tell you more. But, for the best understanding of Buick's successful bid for topmost honors in 1938, see your Buick dealer and take a demonstration for yourself. He will gladly show you why the four series of new Buicks have become the most desired cars of the year.

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Beyond this glass partition in the Buick Limited, 90-L, your chauffeur enjoys handling ease characteristic of smaller motorcars.



In the rear compartment, neat covers with zipper fastenings conceal the comfortable auxiliary seats. When seats are in use, covers are drawn into the built-in front seat to provide more legroom for passengers. Convenient assist cords are placed at each end of the trim robe cord.



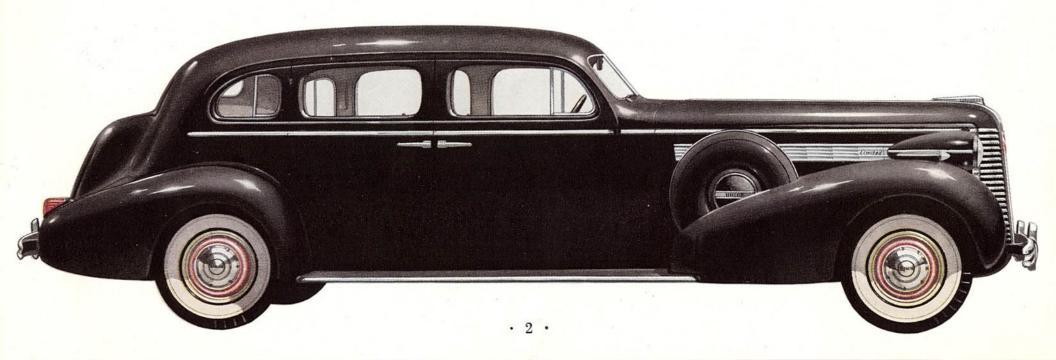
With the center armrest up, you enjoy still greater roominess in this luxurious rear seat. Fisher No Draft Ventilation is at the ready command of your finger tips. Behind the armrest, radio controls may be had as accessory equipment in all Buick Limiteds.





Commodious luxury and magnificent appointments characterize the distinctive Buick Limiteds. In the roomy, smoothly tailored interior illustrated above are spacious accommodations for rear seat passengers. The broad center armrest provides easy-chair comfort. Fine, highly resilient springs under soft wool pads offer downy cushioning. Carpet weather strip insulates the windows. Underfoot is a carpet of highest quality and texture; above is an automatic dome light of iridescent glass. All around is the security of the Unisteel Turret Top Body by Fisher. At left, you see a close-up of the ash receptacle and automatic lighter, standard equipment in every Limited.

EIGHT-PASSENGER FOUR-DOOR
TOURING SEDAN WITH TRUNK BACK
MODEL 90

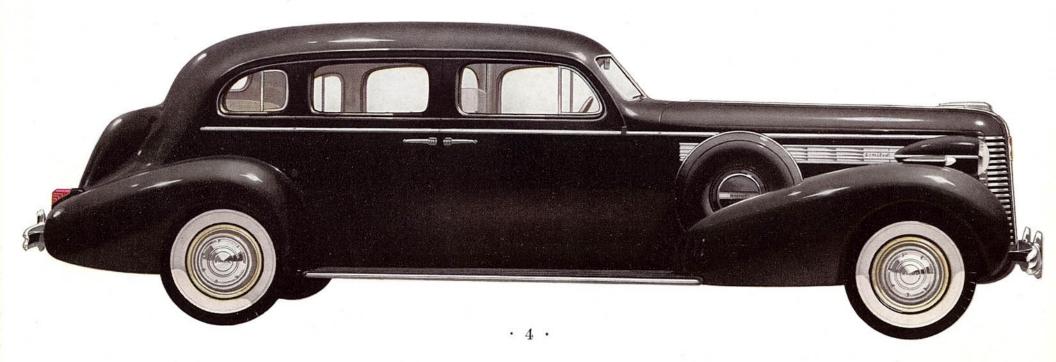


SIX-PASSENGER FOUR-DOOR TOURING SEDAN WITH TRUNK BACK MODEL 91



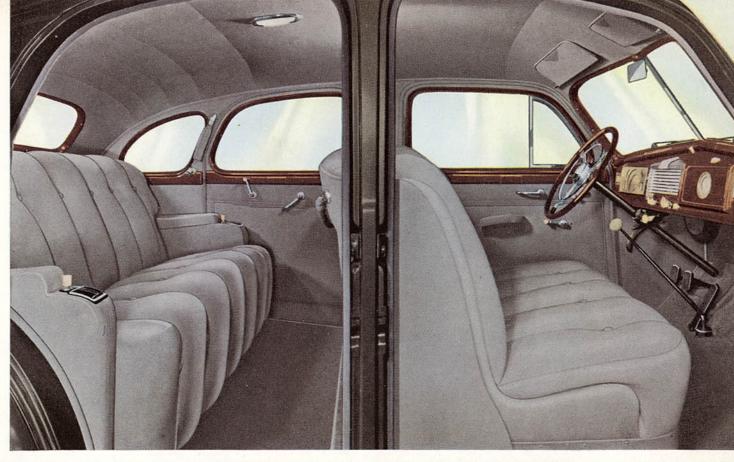


EIGHT-PASSENGER
LIMOUSINE WITH TRUNK BACK
MODEL 90-L



The ROADMASTER Series 80

Surpassed, in luxurious accommodations, only by the Buick Limited, the Buick Roadmaster models represent the most modern in fine car design and appointments. In the smartly styled interior shown above at right, you cannot help but notice the over-all perfection of this car. Fisher No Draft Ventilation controls, ash receptacles, and automatic cigarette lighters are at your finger tips in both front and rear compartments. Deep-cushioned tufted seats reflect the silent restfulness provided by torque-free springing and quiet zone body mounting. Interior lines reflect the streamlined styling of the Unisteel Turret Top Body by Fisher.

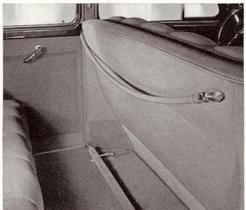




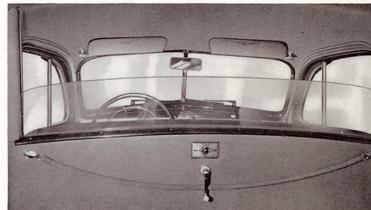
The attractive, readily gripped assist cords are held parallel to the sloping door posts.



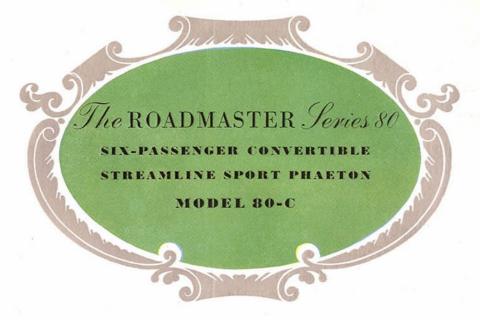
A broad center armrest offers easy-chair comfort to rear seat passengers in all Buick Roadmaster models. The iridescent glass dome light operates automatically when rear compartment doors are opened.



With a convenient foot rail, the rear compartment offers ample legroom for tallest passengers. The attractive robe cord is a practical appointment.



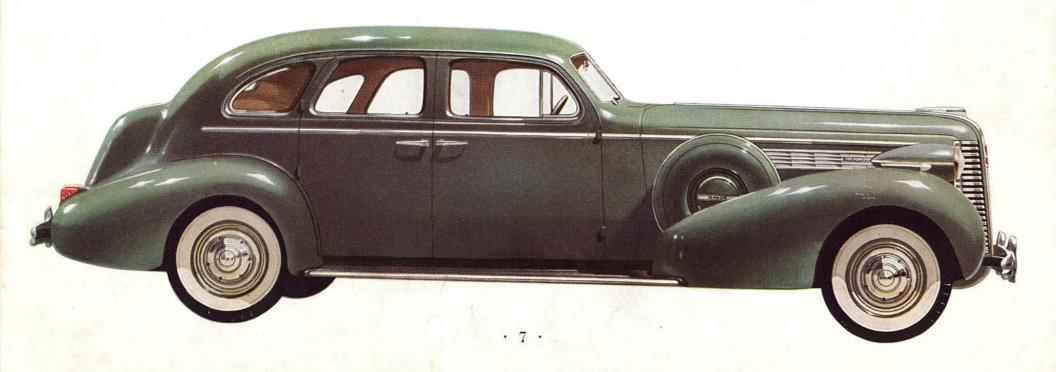
The model 81-F Six-Passenger Four-Door Formal Sedan, with this sliding glass panel separating the front and rear compartments, is the limousine of the Roadmaster series.





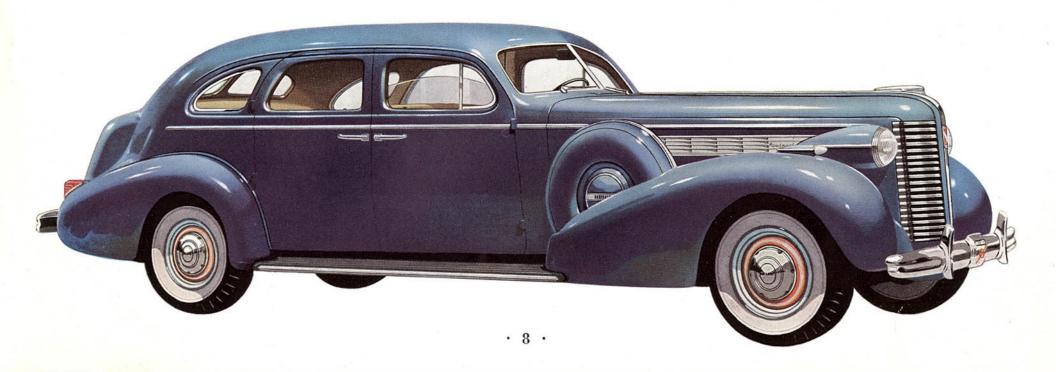
The ROADMASTER Series 80

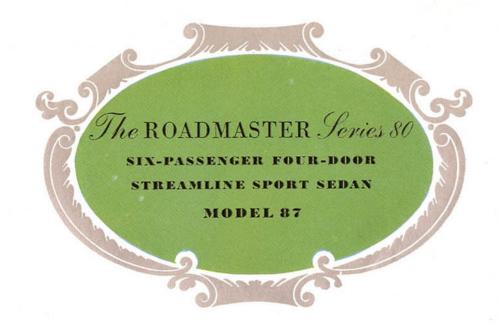
SIX-PASSENGER FOUR-DOOR
TOURING SEDAN WITH TRUNK BACK
MODEL 81



The ROADMASTER Series 80

SIX-PASSENGER FOUR-DOOR FORMAL SEDAN WITH TRUNK BACK MODEL 81-F

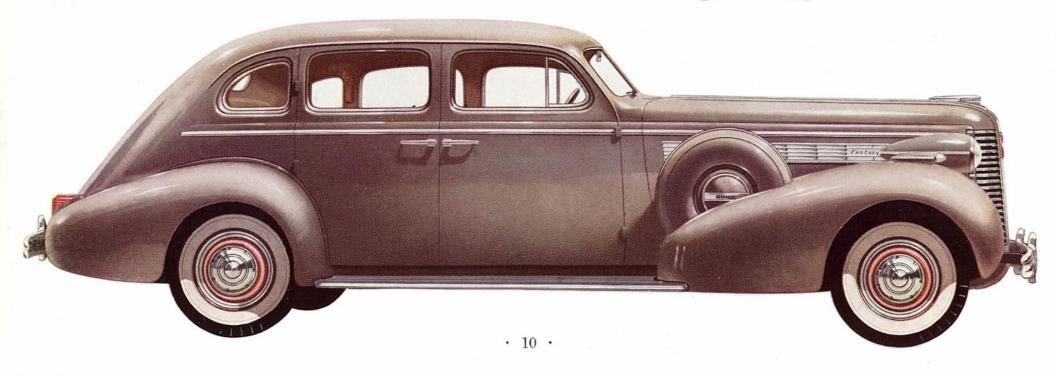




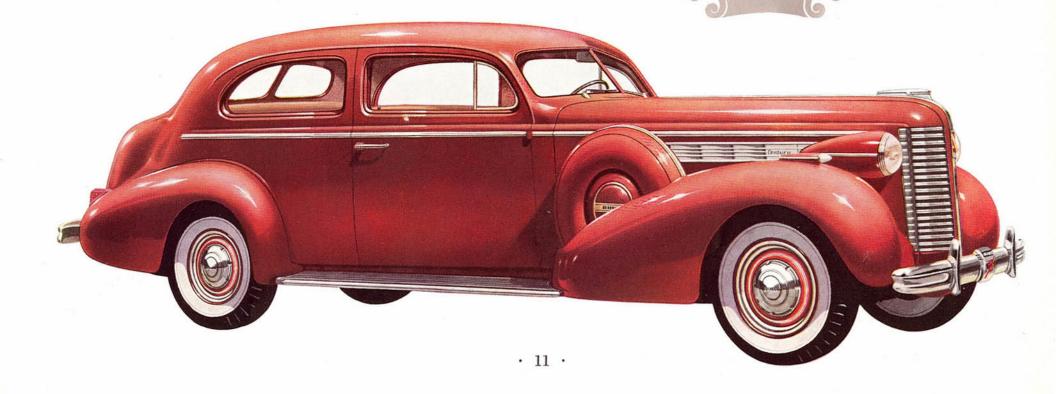




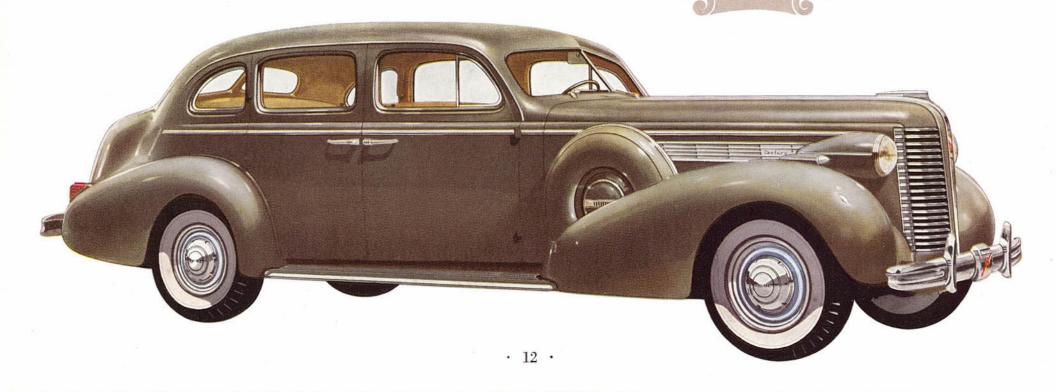
FIVE-PASSENGER FOUR-DOOR STREAMLINE SPORT SEDAN MODEL 67



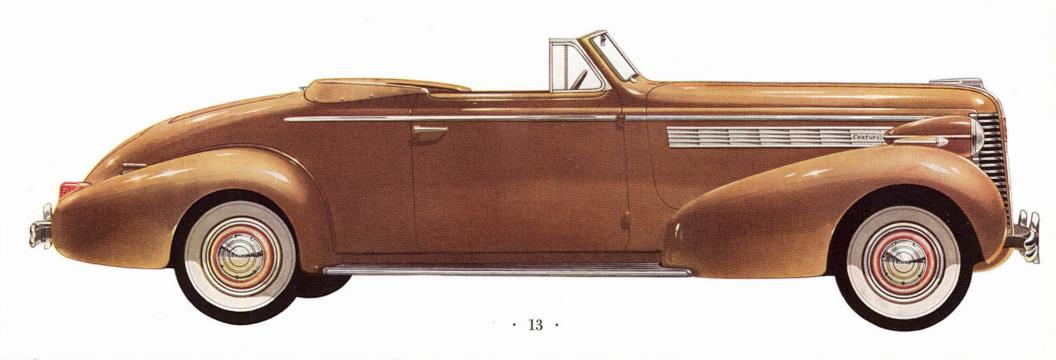
FIVE-PASSENGER TWO-DOOR
TOURING SEDAN WITH TRUNK BACK
MODEL 68



FIVE-PASSENGER FOUR-DOOR
TOURING SEDAN WITH TRUNK BACK
MODEL 61



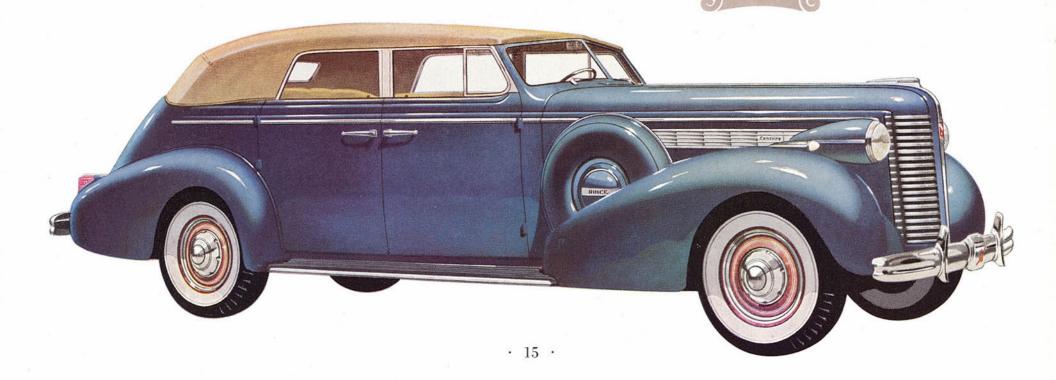
FOUR-PASSENGER CONVERTIBLE
COUPE WITH RUMBLE SEAT
MODEL 66-C

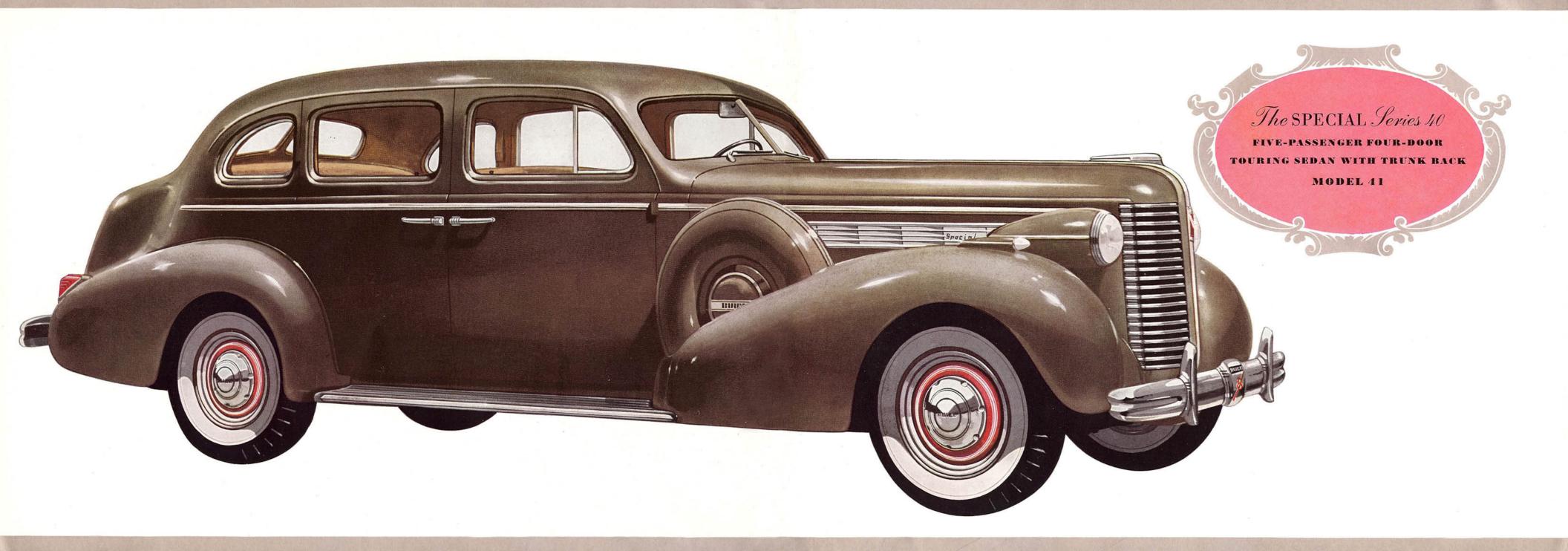


FOUR-PASSENGER
SPORT COUPE WITH OPERA SEATS
MODEL 66-S

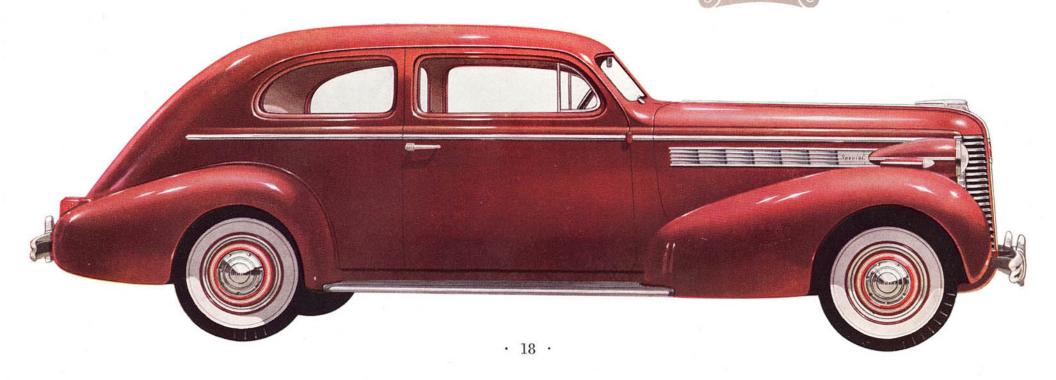


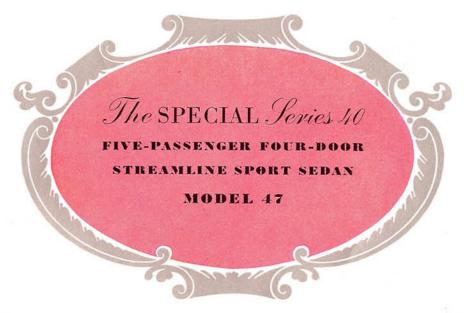
FIVE-PASSENGER CONVERTIBLE
STREAMLINE SPORT PHAETON
MODEL 60-C





FIVE-PASSENGER TWO-DOOR STREAMLINE SPORT SEDAN MODEL 44

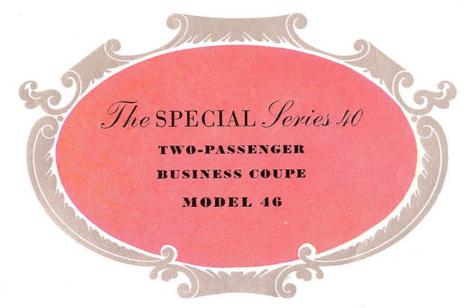


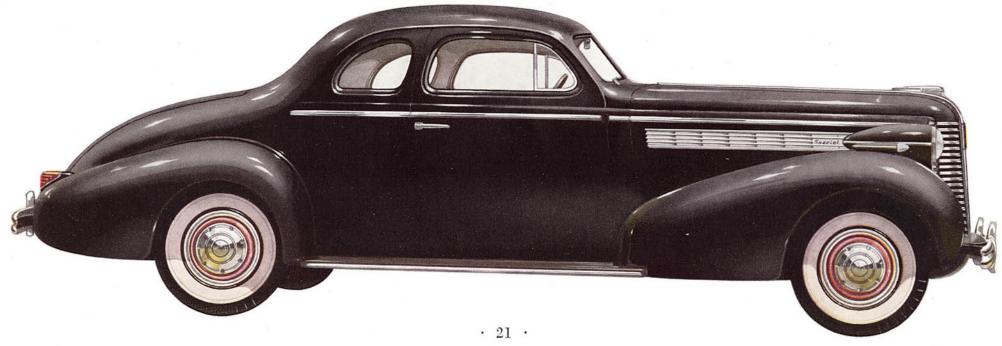




FIVE-PASSENGER TWO-DOOR
TOURING SEDAN WITH TRUNK BACK
MODEL 48

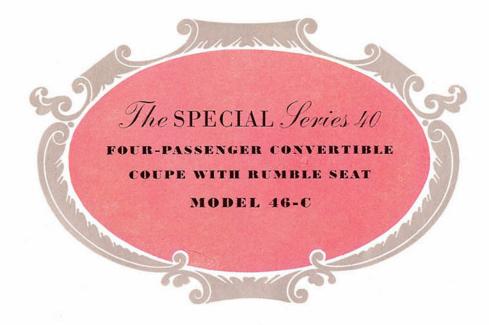


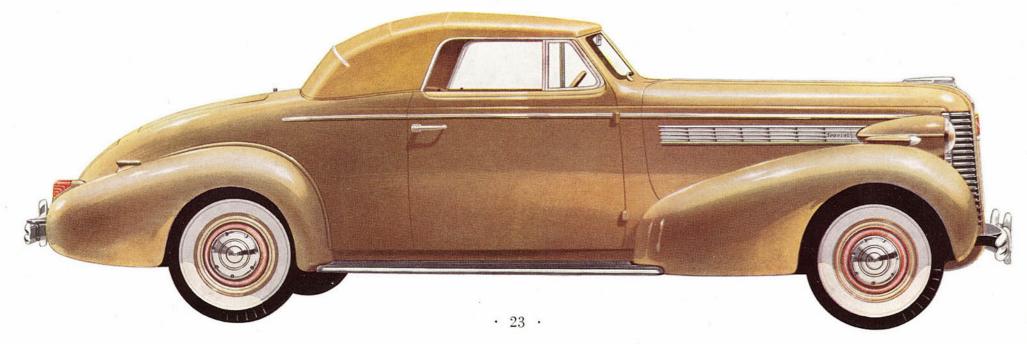




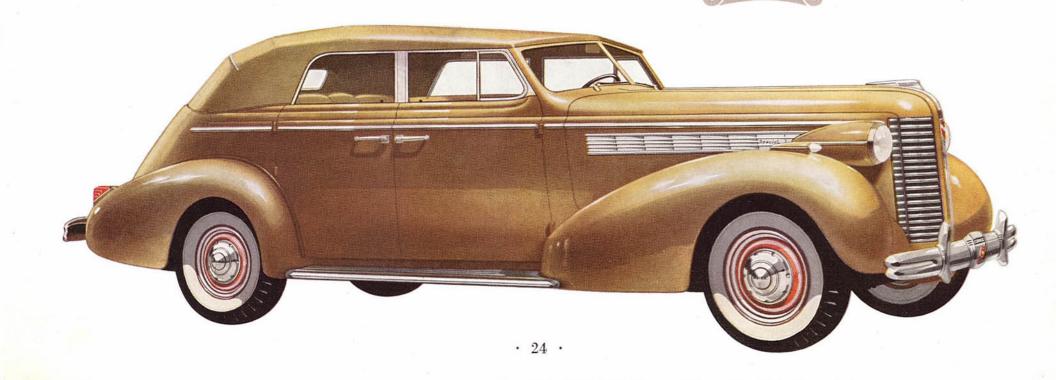
FOUR-PASSENGER
SPORT COUPE WITH OPERA SEATS
MODEL 46-S

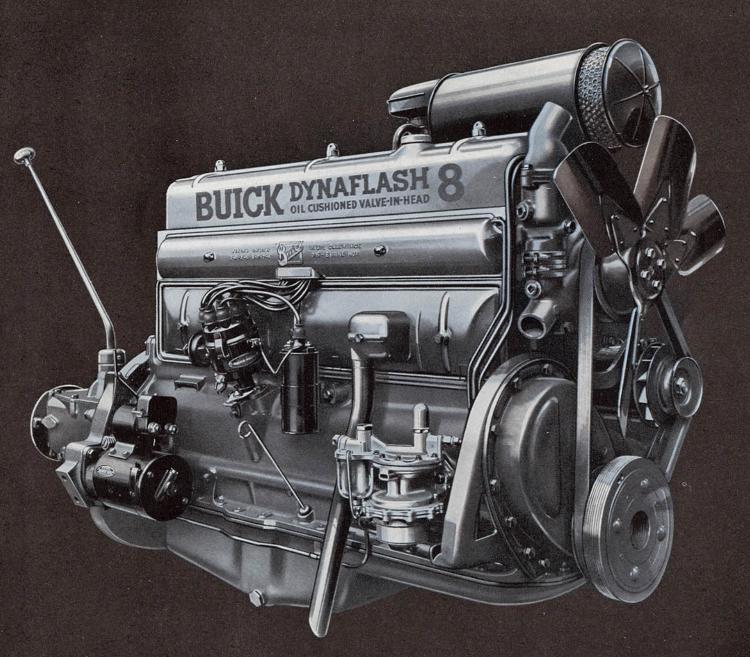






FIVE-PASSENGER CONVERTIBLE STREAMLINE SPORT PHAETON MODEL 40-C





THE SENSATIONAL NEW VALVE-IN-HEAD MOTOR

EVERY SPARK SETS OFF

a Cyclone!

Here, in this giant-powered, silksmooth valve-in-head straight eight-already ten per cent more efficient than any other engine of its size and compression-Buick applies the Dynaflash principle of compression to add still more to its standout power and efficiency! The reason for its new brilliance, responsiveness, and thrift is briefly explained in the diagrams below.

Fuel mixture enters the cylinder at 250 miles an hour.

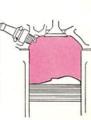


Turbulence is increased by upward motion of piston as it reaches top of stroke.



Spark sets off this swirling cyclone of thoroughly mixed fuel, which burns more efficiently.

More of the heat in the fuel is converted into usable power and the piston receives a stronger downward push from each firing.



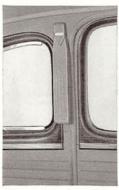
Outstanding in performance by virtue of the 141 horsepower in its Dynaflash engine, the Buick Century likewise commands top ratings for comfort and luxury. Judge by such fundamentals as its 126-inch wheel base—see how much this means in extra seatroom, headroom, elbowroom, legroom. Or, appraise it by its fastidious trim and appointments. You'll come to the one conclusion. Here's championship value as well as championship performance.



An ash tray in each arm of the rear seat is one of many conveniences.







This sturdy assist cord for rear seat passengers typifies the Century's complete appointments.



Even the six-footers can stretch their legs in the Century's rear compartment. The handsome loop keeps robes and similar articles ready at hand but out of the way.



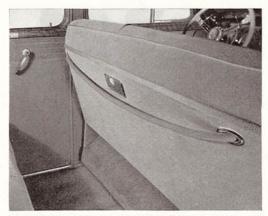


Getting out of the car is made easy for back seat passengers by this strong, trimly tailored assist cord.

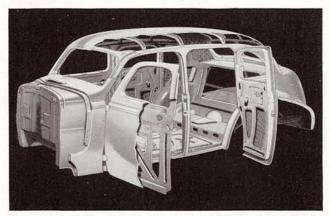


Even at home, ash trays are seldom so conveniently at hand as this one in the back of the front seat.

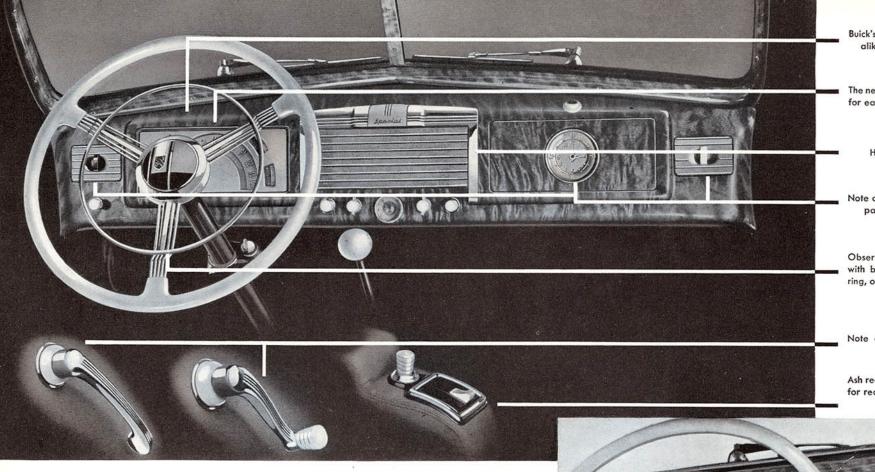
Big car performance and big car dimensions in the Buick Special, with its 107-horsepower Dynaflash engine and 122-inch wheel base, are matched by luxury only a big car can give. Just look at the extra room in this interior. Slip behind that wheel or sink into that big rear seat and you'll be ready for all-day travel completely free from muscle-cramping fatigue. You'll be proud, too, of the smart appointments surrounding you. Once you've sampled these good things, you'll readily see why motoring life begins in a "40"!



Study the broad expanse of thick carpeting on the floor of this spacious rear compartment and you'll have some idea of the extra room in the big Buick Special. You'll appreciate the little comforts, too, like the smart loop for robes.



Made of steel, inside and out, the Buick Special's Unisteel Turret Top Body by Fisher is heavily insulated against heat, cold, and vibration. You travel in luxury, with perfect peace of mind, regardless of speed or outside temperature.



Buick's instrument panel is stepped up alike in style and convenience

The new speedometer dial is designed for easier reading as well as beauty

Handsome new radio grille

Note ash receivers at each end of the panel, and the new clock face

Observe also the new steering wheel with bars recessed to take the horn ring, obviating accidental sounding of the horn

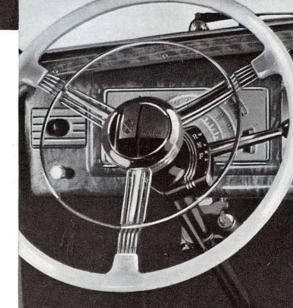
Note also, below, the stunning new interior hardware

Ash receivers are conveniently placed for ready access. Lighters included on some models

All 1938 Buick Special models are available with Buick's new self-shifting transmission at extra cost. This transmission eliminates the conventional gearshift lever entirely, with this simple control lever under the wheel taking its place. For all ordinary driving, a single motion of the control lever

suffices; the car automatically shifts through necessary gear changes thereafter. Ninety per cent of normal driving is in a new fourth speed, giving new quiet because engine speed is greatly reduced. Braking power of second is instantly available. Gasoline economy is increased nearly eight per cent, oil economy even more, and clutch operation is reduced by practically two thirds. With the gearshift

lever removed from the center, the front compartment now carries three passengers with perfect comfort.



Door handles are curved in for safety, modern in design, and arranged for convenience in operation

Typical of Buick's stepped-up style are redesigned rear name plates, and the Buick crest on the radiator center bar

A newly designed massive radiator grille and new radiator ornament, also further refinements in head lamp and fender light design, contribute to the new distinction of the 1938 line

License illuminator is combined in a single unit with luggage compartment door handle

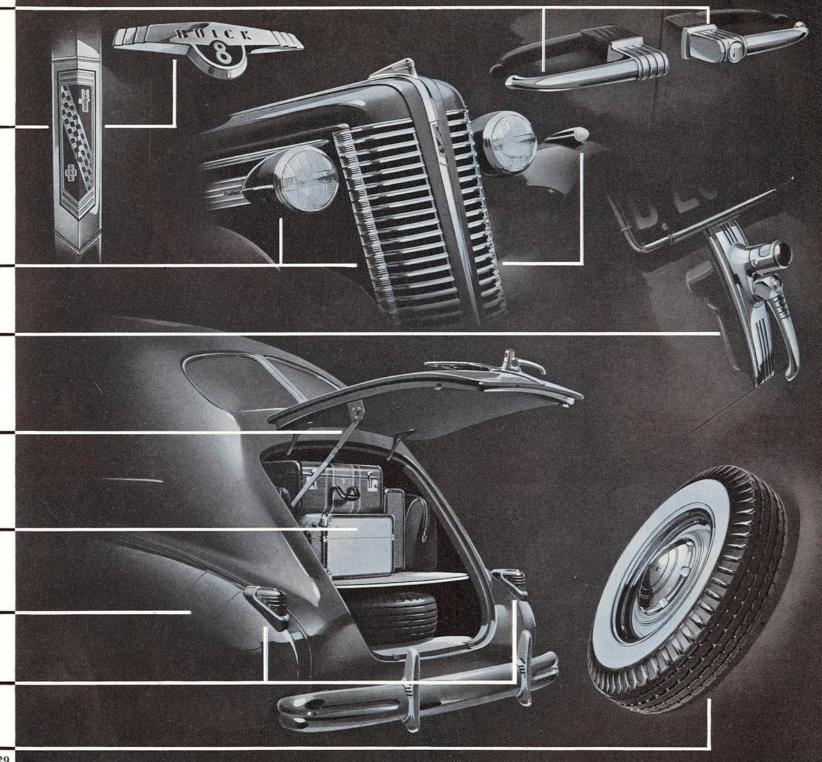
Doors on all luggage compartments automatically lock in elevated position when fully raised

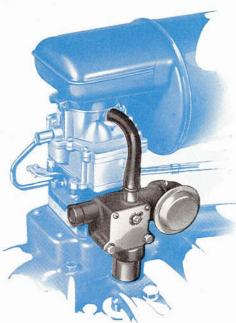
The ample space in the jumbo luggage compartments is arranged for easy access and efficient storage of luggage, making full use of available space

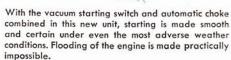
The gas tank is filled through a flush door in the fender by removal of a recessed cap

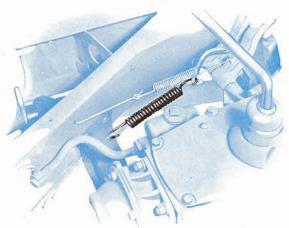
Newly designed taillights easily visible at night from either side or rear

Even the wheels have been stepped up in style, to lend new distinction to Buick for 1938

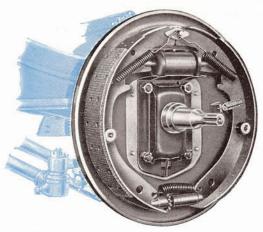








Clutch action on the new cars is extremely smooth and light. The clutch capacity has been enlarged to handle the increased power of the engine and made lighter in action by a new clutch helper spring.

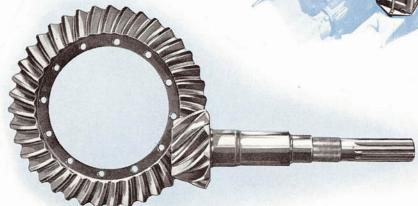


Buick's tiptoe hydraulic brakes are of the internalexpanding type, utilizing the motion of the car to supply brake effect, which naturally reduces needed effort at the foot pedal. In addition, wear on brake bands is more uniform than in brakes of other types.



The steering assembly has been simplified for greater strength and easier maintenance. Steering is, if anything, lighter than in previous models, as a result of this new design on the 40 and 60 series models.





All models in the Buick line now have hypoid gears in the rear axle. This permits a lower car floor level without an excessive drive shaft tunnel through the rear floor.

Torque tube drive New torque-free springing Rigid girder X type frame Syncro-Mesh transmission **Automatic** temperature control system Anolite pistons Aerobat carburetor Dynaflash valve-in-head THE engine **FAMOUS BUICK** Knee-Action front wheels SEALED Pressure oiling system CHASSIS **Automatic** starting Velvet action clutch

The torque tube, which makes torque-free springing possible by taking up all driving and rear braking strains. Without this tube, Buick's superlatively smooth ride is virtually impossible.

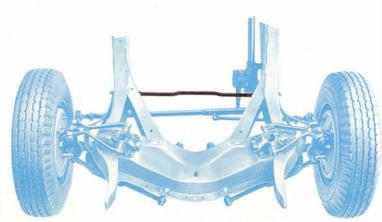
This stout coil of soft-flexing spring steel is firmly attached to frame above and axle below. It is selfcleaning and requires no lubrication whatever.

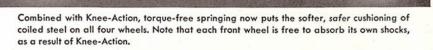
These giant transport type shock absorbers, new in design and more efficient in operation than any now known, work with the springs to accomplish Buick's new flowing ride.

NEW TORQUE-FREE

Springing

Stout coils of ever-resilient spring steel replace the old-fashioned leaf type rear spring on the new Buick. The whole stride of the car becomes lither, more fluid, and safer. Rear tires last longer. Skidding is greatly reduced. Maintenance is simplified by elimination of shackles and eight points of lubrication. And because this spring does not depend upon interleaf friction for any part of its functioning your car retains its soft cushioning through all kinds of weather and many years of service.





At right is the stabilizer bar, which, with the new springing, keeps the Buick level on curves, free from body sway and roll.

LIMITED Series 90

- BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3½ x 4½ inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, 3 quarts.
- FUEL AND COOLING SYSTEM—Dual downdraft Aerobat carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control, Concealed gas tank filler. Fuel tank capacity, 20 gallons, Water capacity, 17 quarts.
- CLUTCH AND TRANSMISSION—Single dry plate clutch.
 Facing area, 123.7 square inches, All-silent SyncroMesh transmission, helical gears.
- REAR AXLE AND UNIVERSAL JOINT—Semifloating rear axle with hypoid gears. Torque tube drive, Rear axle ratio, 4.555 to 1. One universal joint automatically lubricated from transmission.
- SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing with radius rod, All coil springs.
- FRAME-Girder X type frame, Section, 9 x 21/4 x 1/s.
- STEERING Center-Point control steering. Worm and double roller gear.
- SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, direct-acting transport type.
- BRAKES—Four-wheel hydraulic. Cast-iron ribbed brake drums. Size, 14 x 2 inches. Mechanical parking brake.
- ELECTRICAL SYSTEM Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.
- WHEELS AND TIRES Demountable steel disc wheels. Tire size, 16 x 7.50 6 ply.

WHEEL BASE-140 inches.

ROADMASTER Series 80

- BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{\pi}{16}$ x $4\frac{\pi}{16}$ inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator, Oil capacity, 8 quarts.
- FUEL AND COOLING SYSTEM—Dual downdraft Aerobat carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, 20 gallons. Water capacity, 17 quarts.
- CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 123.7 square inches. All-silent Syncro-Mesh transmission, helical gears.
- REAR AXLE AND UNIVERSAL JOINT—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 4.182 to 1. One universal joint automatically lubricated from transmission.
- SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing with radius rod. All coil springs.
- FRAME-Girder X type frame. Section. 9 x 21/4 x 4.
- STEERING—Center-Point control steering. Worm and double roller gear.
- SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit, Rear, direct-acting transport type.
- BRAKES—Four-wheel hydraulic. Cast-iron ribbed brake drums. Size, 12 x 2 inches. Mechanical parking brake.
- ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt.
 Octane selector. Solenoid starter with dual control.
 Multibeam headlights with foot dimmer switch.
 Battery mounted under hood. "High output" generator with voltage regulator.
- WHEELS AND TIRES—Demountable steel disc wheels. Tire size, 16 x 7.00 4 ply.

WHEEL BASE-133 inches.

CENTURY Series 60

- BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{7}{16}$ x $4\frac{7}{16}$ inches. Displacement, 320,18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, 8 quarts.
- FUEL AND COOLING SYSTEM—Dual downdraft Aerobat carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, 18 gallons. Water capacity, 17 quarts.
- CLUTCH AND TRANSMISSION—Single dry plate clutch, Facing area, 123.7 square inches. All-silent Syncro-Mesh transmission, helical gears.
- REAR AXLE AND UNIVERSAL JOINT—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 3.9 to 1. One universal joint automatically lubricated from transmission.
- SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing with radius rod. All coil springs.
- FRAME-Girder X type frame, Section, 71/8 x 21/8 x 1/8.
- STEERING—Direct cross steering. Worm and double roller gear.
- SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, direct-acting transport type.
- BRAKES—Four-wheel hydraulic, Centrifuse brake drums. Size, 12 x 2 inches, Mechanical parking brake.
- ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt.
 Octane selector. Solenoid starter with dual control,
 Multibeam headlights with foot dimmer switch.
 Battery mounted under hood, "High output" generator with voltage regulator.
- WHEELS AND TIRES—Demountable steel disc wheels. Tire size, 15 x 7.00 4 ply.

WHEEL BASE-126 inches.

SPECIAL Series 40

- BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3 ½ x 4½ inches. Displacement, 248 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.15 to 1. Developed horsepower, 107 at 3,400, Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator, Oil capacity, 6 quarts.
- FUEL AND COOUNG SYSTEM—Dual downdraft Aerobat carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control, Concealed gas tank filler, Fuel tank capacity, 18 gallons. Water capacity, 133/4 quarts.
- CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 100.5 square inches, All-silent Syncro-Mesh transmission, helical gears standard equipment. Buick self-shifting transmission, optional, installed at factory.
- REAR AXLE AND UNIVERSAL JOINT—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle ratio: conventional transmission, 4.40 to 1; self-shifting transmission, 3.615 to 1. One universal joint automatically lubricated from transmission.
- SUSPENSION—Independent front wheel suspension with ride stabilizer, Torque-free rear springing with radius rod. All coil springs.
- FRAME—Girder X type frame. Section, 73% x 23% x 44.

 STEERING—Direct cross steering. Worm and double roller gear.
- SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, direct-acting transport type.
- BRAKES—Four-wheel hydraulic, Centrifuse brake drums, Size, 12 x 134 inches, Mechanical parking brake.
- ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt.
 Octane selector. Solenoid starter with dual controls.
 Multibeam headlights with foot dimmer switch.
 Battery mounted under hood. "High output"
 generator with voltage regulator.
- WHEELS AND TIRES—Demountable steel disc wheels. Tire size, 16 x 6.50 4 ply.

WHEEL BASE-122 inches.

Buick Motor Division, General Motors Sales Corporation, reserves the right to make changes in specifications or equipment at any time without incurring any obligation to install them on cars previously sold



This sign of service identifies the authorized Buick dealer and certifies his ability to provide the skilled and experienced attention your good car needs.

Thoroughly trained mechanics, long familiar with Buick's construction and operation; a complete stock of genuine Buick parts; and prompt and courteous attention to your needs are all characteristics of Buick Authorized Service.

Nearly 3,000 such service stations dot the country from coast to coast, and all are at your command. The owner service policy received with your new car entitles you to certain services without charge. Other services are rendered at moderate cost. Be sure to read your owner service policy and become thoroughly familiar with its provisions.

AN EASY WAY TO Buy A BUICK

The General Motors Installment Plan provides "monthly payments to suit your purse" at a cost which is limited to one half per cent per month on the original unpaid balance plus insurance.

There are no "extras" or "service fees," and overcharges are not permitted. Insurance covering fire, theft, and accidental physical damage to the car (including collision) for the actual value of the car at the time of loss is placed with General Exchange Insurance Corporation, a General Motors insurance service.

BUICK



EIGHT