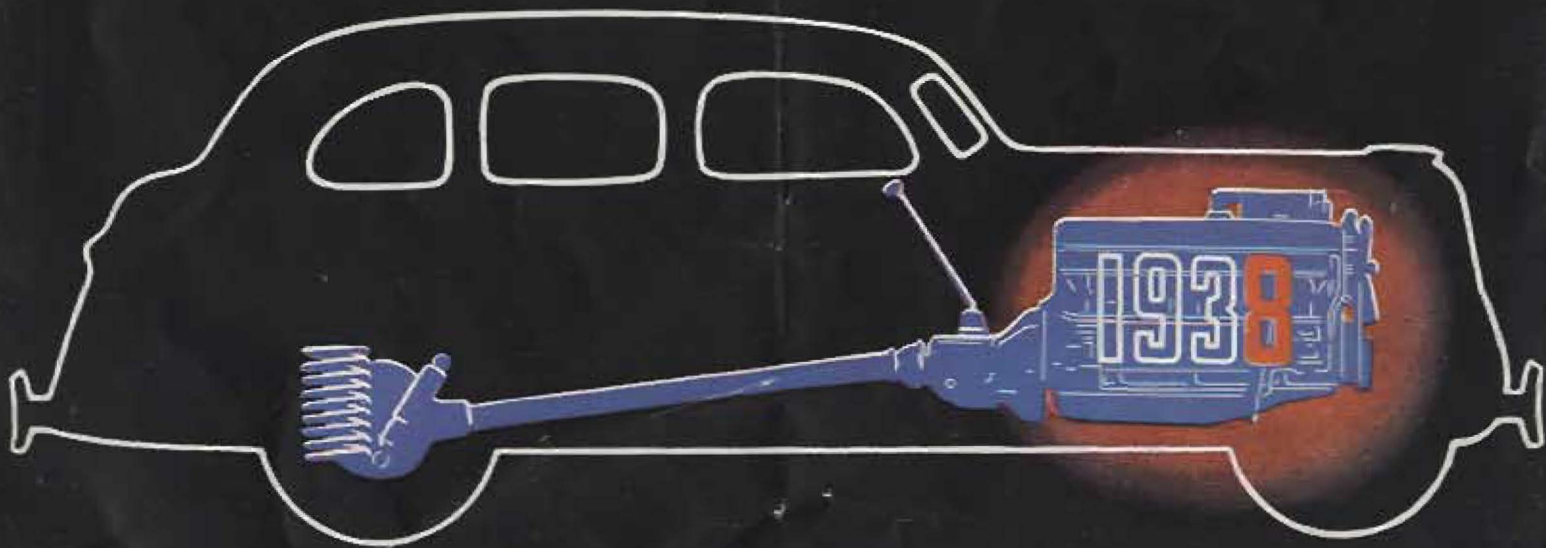


# BUICK



WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

THERE'S A *Cyclone* IN EACH CYLINDER!



Roaring through streamlined intake channels at speeds as high as 230 miles an hour.



This detailed hot-torch is connected close to the spark plug by the rising piston, ready for the burning spark.



Combustion is quicker, cleaner, more complete at the whirling cyclone explosion. Every power stroke of the piston gains new force as gasoline blows up a greater measure of its latent power in un-wasting energy.

There's more power and new economy in Buick's sensational new Dynaflash engine

Pictured here is the great heart of the new Buick for 1938—silent; silky; trigger quick, as all Buick engines have been before it—but now marking new heights in brilliant power by reason of completely fresh engineering thought.

It's a valve-in-head engine, and on that score alone ten per cent more able, size for size, than any other engine in the world.

But now it's a *Dynaflash* valve-in-head; and, by virtue of that, stepped up nearly eight per cent in power and efficiency.

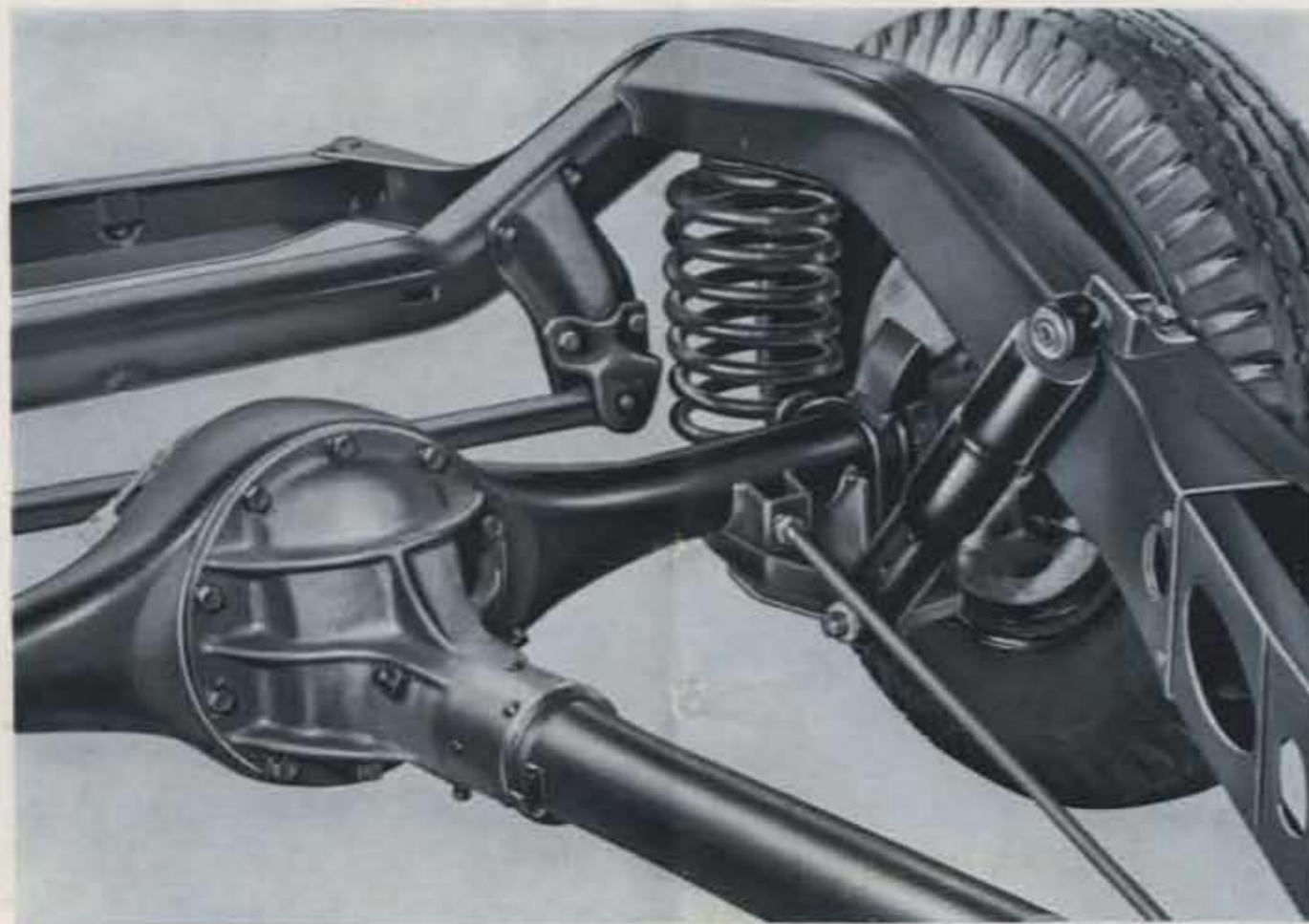
An entirely new combustion principle creates the power of a cyclone in each cylinder with every combustion stroke.

The spark that flashes through this tiny tornado loosens a greater measure of usable power and thus steps up performance while actually achieving new economy in fuel consumption.

The diagrams given here give you the *principle* of the new *Dynaflash* engine, but that is all that words and pictures can hope to do.

To see why this new advance rates as the most outstanding engine improvement of a generation, just *drive* a new Buick!

THERE'S A *Safety Cushion* ON EACH WHEEL!



New safety, new comfort ride hand in hand with Buick's new torque-free springing

For the first time in automobile history, you will meet in the 1938 Buick a car with springs specifically designed for the automobile. Now, every wheel on a Buick is cushioned by a stout coil of ever-resilient spring steel—simpler, safer, far smoother in action than any leaf spring can be.

Your car flows over rough roads with an almost fluid smoothness. Tires last longer, for rear wheels no longer slip and spin. Maintenance is simpler—there are no shackles to wear and slap, and eight grease points have been eliminated.

And the car *keeps* its soft-cushioned safety through all weathers and for many years, for these stout coils never lose their flexing power and are unaffected by dirt, ice, mud, caked grease, or the weather.

You're a new experience coming in your first ride with *torque-free springing*, and you can get that experience **ONLY IN A BUICK!**



All wheels are cushioned by steel coil springs, which insure maximum riding comfort.

Rear tires last longer because rear wheels no longer slip and spin.



Skid risks are reduced by perfection of master steering control.

The whole handling of the car is improved by *Knee-Action* plus torque-free springing.

FOR A GREAT **193** EIGHT!

"Better buy Buick"



*Eight-Passenger Limousine with trunk back*  
MODEL 96-L



*Six-Passenger Four-Door Touring Sedan with trunk back*  
MODEL 91



*Eight-Passenger Four-Door Touring Sedan with trunk back*  
MODEL 90

*The Buick* SERIES NINETY *Limited*



*Six-Passenger Four-Door Touring Sedan with trunk back*  
MODEL 81



*Six-Passenger Convertible Streamline Sport Phaeton*  
MODEL 80-C



*Six-Passenger Four-Door Formal Sedan with trunk back*  
MODEL 81-F



*Six-Passenger Four-Door Streamline Sport Sedan*  
MODEL 87

*The Buick* SERIES EIGHTY *Roadmaster*

**FOR 1938, BUICK OFFERS TWENTY-ONE LUXURIOUS MODELS . . . one of them exactly right for YOU**

Each of these cars is powered with the new Buick Dynaflash Valve-in-Head Straight-Eight engine, each has torque-

free springing plus Knee-Action, Unisteel Turret Top Body by Fisher, and a host of other features too good to miss.



*Four-Passenger Convertible Coupe with rumble seat*  
MODEL 66-C



*Five-Passenger Convertible Streamline Sport Phaeton*  
MODEL 60-C



*Five-Passenger Four-Door Touring Sedan with trunk back*  
MODEL 61



*Five-Passenger Two-Door Touring Sedan with trunk back*  
MODEL 68



*Four-Passenger Sport Coupe with opera seats*  
MODEL 66-S

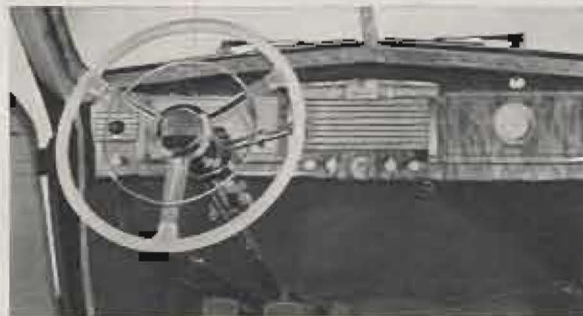


*Five-Passenger Four-Door Streamline Sport Sedan*  
MODEL 67

*The Buick SERIES SIXTY Century*

*New self-shifting transmission*

• Buick's new self-shifting transmission is available at extra cost in all 1938 Special models. Eliminates conventional gearshift lever entirely. Ninety per cent of normal driving is in a new fourth speed, giving new quiet. Increases gasoline economy nearly eight per cent, oil economy even more. Braking power of second gear remains instantly available.





*Five-Passenger Four-Door Streamline Sport Sedan*  
MODEL 47



*Five-Passenger Four-Door Touring Sedan with trunk back*  
MODEL 41



*Five-Passenger Two-Door Touring Sedan with trunk back*  
MODEL 42



*Five-Passenger Two-Door Streamline Sport Sedan*  
MODEL 44



*Two-Passenger Business Coupe*  
MODEL 46



*Five-Passenger Convertible Streamline Sport Phaeton*  
MODEL 46-C



*Four-Passenger Convertible Coupe with rumble seat*  
MODEL 46-C

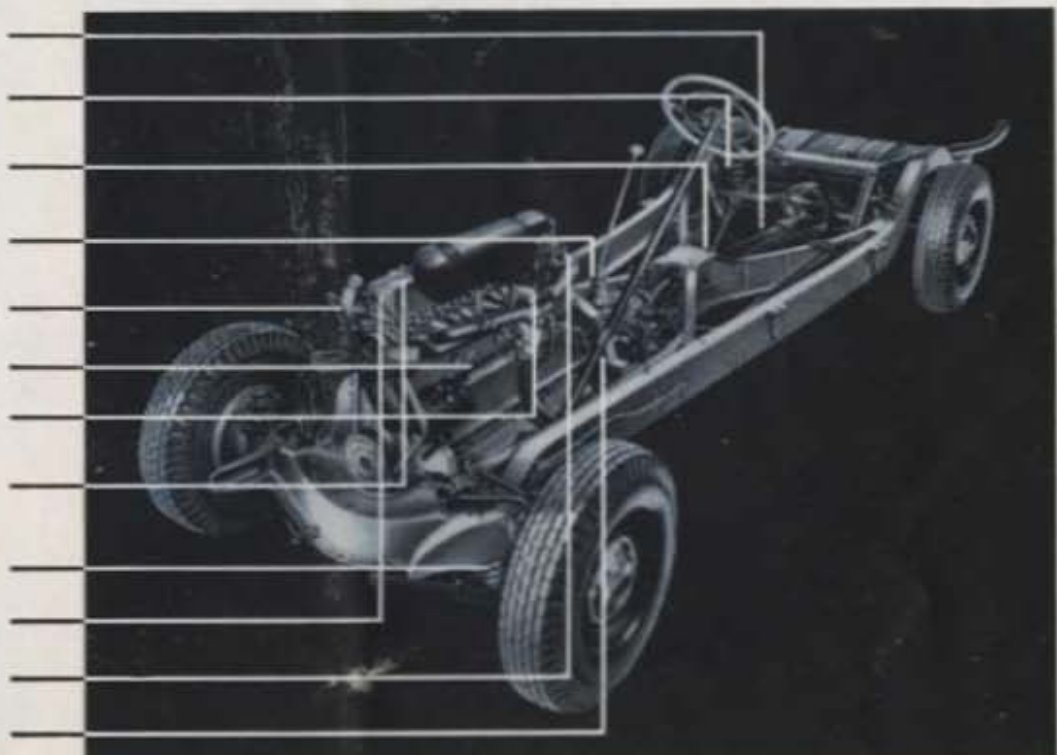


*Four-Passenger Sport Coupe with open seats*  
MODEL 46-S

*The Buick* SERIES FORTY *Special*

# THE MOST *Modern Chassis* IN THE WORLD!

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



## BUICK Condensed Specifications for 1938

**BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE**—Bore and stroke: Series 90, 80, 60,  $3\frac{1}{4} \times 4\frac{1}{8}$  inches; Series 40,  $3\frac{1}{2} \times 4\frac{1}{2}$  inches. Displacement: Series 90, 80, 60, 320.18 cubic inches; Series 40, 248 cubic inches. All series, Buick Turbulator Top Pistons. Compression ratio: Series 90, 80, 60, 6.35 to 1; Series 40, 6.15 to 1. Developed horsepower: Series 90, 80, 60, 141 at 3,600. Series 40, 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: Series 90, 80, 60, 8 quarts; Series 40, 6 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: Series 90, 80, 20 gallons; Series 60, 40, 18 gallons. Water capacity: Series 90, 80, 60, 17 quarts; Series 40,  $13\frac{1}{4}$  quarts.

**CLUTCH AND TRANSMISSION**—Single dry plate clutch. Facing area: Series 90, 80, 60, 123.7 square inches; Series 40, 100.5 square inches. Series 90, 80, and 60, all-silent Synchro-Mesh transmission, helical gears. Series 40, all-silent Synchro-Mesh transmission, helical gears standard equipment. Buick self-shifting transmission, optional, installed at factory.

**REAR AXLE AND UNIVERSAL JOINT**—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio: Series 90, 4.555 to 1; Series 80, 4.182 to 1; Series 60, 3.9 to 1; Series 40 (conventional transmission), 4.40 to 1; self-shifting transmission, 3.615 to 1. All series, 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: Series 90,  $9 \times 2\frac{1}{2} \times \frac{1}{4}$  inches; Series 80,  $9 \times 2\frac{1}{4} \times \frac{1}{4}$  inches; Series 60,  $7\frac{1}{2} \times 2\frac{1}{4} \times \frac{1}{4}$  inches. Series 40,  $7\frac{1}{4} \times 2\frac{1}{4} \times \frac{1}{4}$  inches.

**STEERING**—Series 90, 80, Center-Point control steering; Series 60, 40, direct cross steering. All series, worm and double roller gear.

**SHOCK ABSORBERS**—Front, double-acting integral with independent suspension unit. Rear, direct-acting transport type.

**BRAKES**—Four-wheel hydraulic. Series 90, 80, cast-iron ribbed drums; Series 90, size 14x2 inches; Series 80, size 12x2 inches. Series 60, 40, centrifuse brake drums. Series 60, size 12x2 inches; Series 40, size 12x1 $\frac{1}{4}$  inches. Mechanical parking brake.

**ELECTRICAL SYSTEM**—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multi-beam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

**WHEELS AND TIRES**—Demountable steel disc wheels. Tire size: Series 90, 16x 7.50, 6 ply; Series 80, 16x7.00, 4 ply; Series 60, 15x7.00, 4 ply; Series 40, 16x 6.50, 4 ply.

**WHEELBASE**—Series 90, 140 inches; Series 80, 133 inches; Series 60, 126 inches; Series 40, 122 inches.

*The Buick Motor Division reserves the right to make changes in specifications or equipment at any time without incurring any obligation to install them on cars previously sold.*

BUICK MOTOR DIVISION • General Motors Sales Corporation • FLINT, MICHIGAN

305 So. Lafayette Blvd.