

A NEW

Buick

THROUGH AND THROUGH

An Amazing **LOW PRICE**



The Mark of One of the Most Famous Names in Motor Car History

Name

For more than 30 years Buick has been one of the really fine cars of the world . . . providing the finest transportation it is possible to produce.

Performance

93 horsepower . . . speed up to 85 miles an hour . . . acceleration 10 to 60 miles per hour in 21 seconds . . . 15 miles to the gallon.

Dependability

Sound, time-tested Buick structural features throughout assure absolute dependability during the long life of this marvelous car.

Value

When you see . . . examine . . . and ride in the newest Buick you will marvel that so much value can be yours for so little money.

Price

The lowest in all Buick history . . . putting Buick performance, dependability and value within the reach of new thousands of motorists.

THE NEWEST BUICK

EVERY time Buick brings out a new car, people everywhere take notice. They want to see it—examine it—drive it. Then they measure all other cars by Buick. "It's nearly as fine as a Buick!" or, "It doesn't come up to a Buick," is their standard of comparison.

Now there is another new Buick. It has everything the world has come to expect in a Buick . . . beauty, dependability, performance, stamina, long-life . . . with this added advantage: **YOU CAN BUY THIS NEWEST BUICK AT THE LOWEST PRICE IN BUICK HISTORY!**

*NOW YOU CAN HAVE THE CAR YOU'VE
ALWAYS WANTED*

Haven't you always wanted a big, roomy, powerful Eight designed by Buick, built by Buick, backed by Buick, bearing the famous Buick name! No longer will you have to be content with a small car.

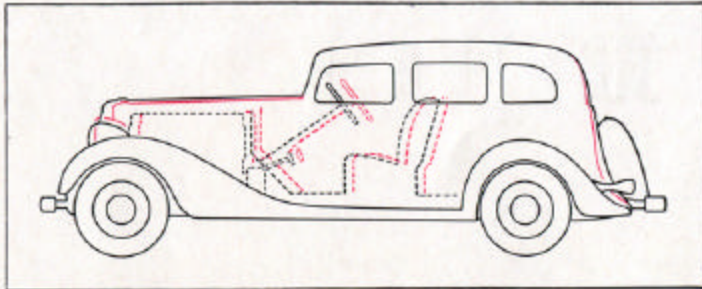


No longer will you be obliged to say, "I wish we could afford a Buick!" Now you *can* afford a Buick and enjoy all the pleasure and prestige that owning and driving a Buick gives . . . all the marvelous miles of fine, reliable motoring that are built right into a Buick.

A BUICK THROUGH AND THROUGH

Let's walk around this newest Buick and take a good look at it to assure ourselves that it *is* every inch a Buick.

Immediately you recognize the 1934 Buick's smart, modern, Wind Stream Styling. You admire the new, sloping V-type radiator with chrome-plated grille which gives this year's car such a pleasing, forward appearance. And look at those fenders! See how they almost completely cover the front of the chassis. See those new headlamps of simplified design in which the parking lights are concealed.



A REAR SEAT RIDE is now quite as comfortable as a front seat ride—and a front seat ride is even more comfortable than ever. Weight is distributed over the rear axle and the front springs, limiting the frequency of up-and-down movement to the ideal range for riding comfort.

Notice the long, horizontal, chrome-trimmed louvers, and the hood which extends nearly to the windshield. You must admit that Fisher Body craftsmen have extended themselves in building this smart, new modern wind stream styled body for the newest Buick.

**LET'S OPEN THE DOOR AND
LOOK INSIDE**

Isn't here what you've always wanted in a car? Plenty of room—front and rear—room for the driver to operate the car easily, smoothly, safely; room for the rear passengers to stretch out their legs in

comfort. That's one of the chief joys of having such a big roomy car—comfort.

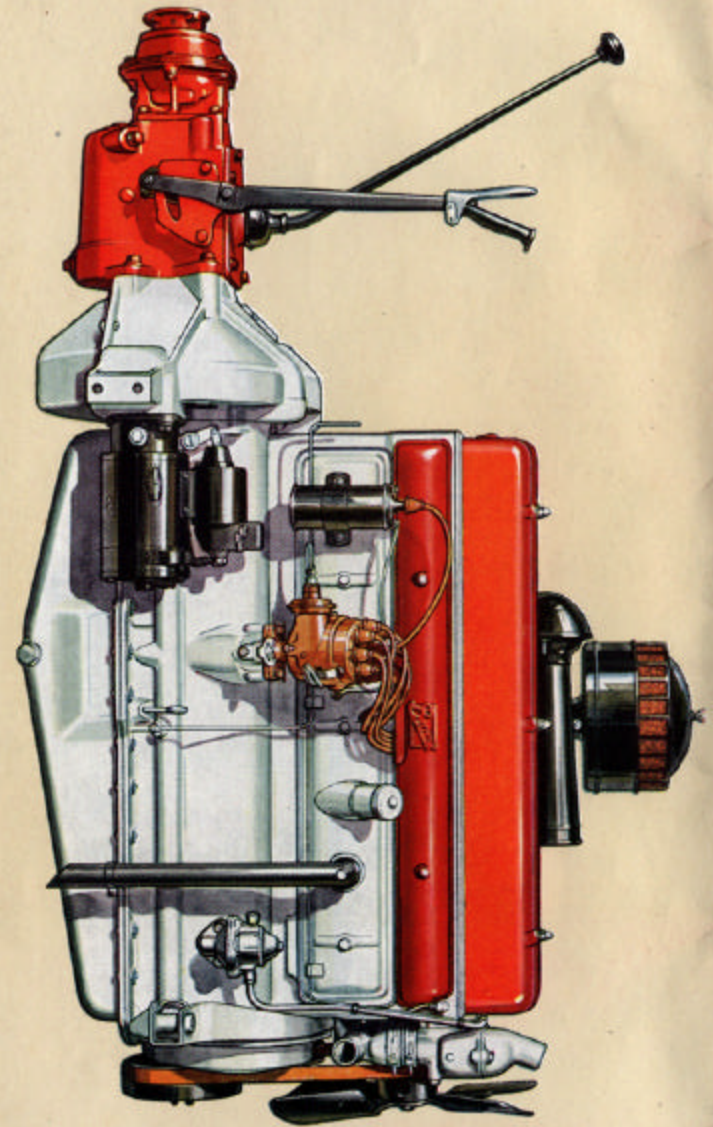
**FISHER CRAFTSMANSHIP
AT ITS BEST**

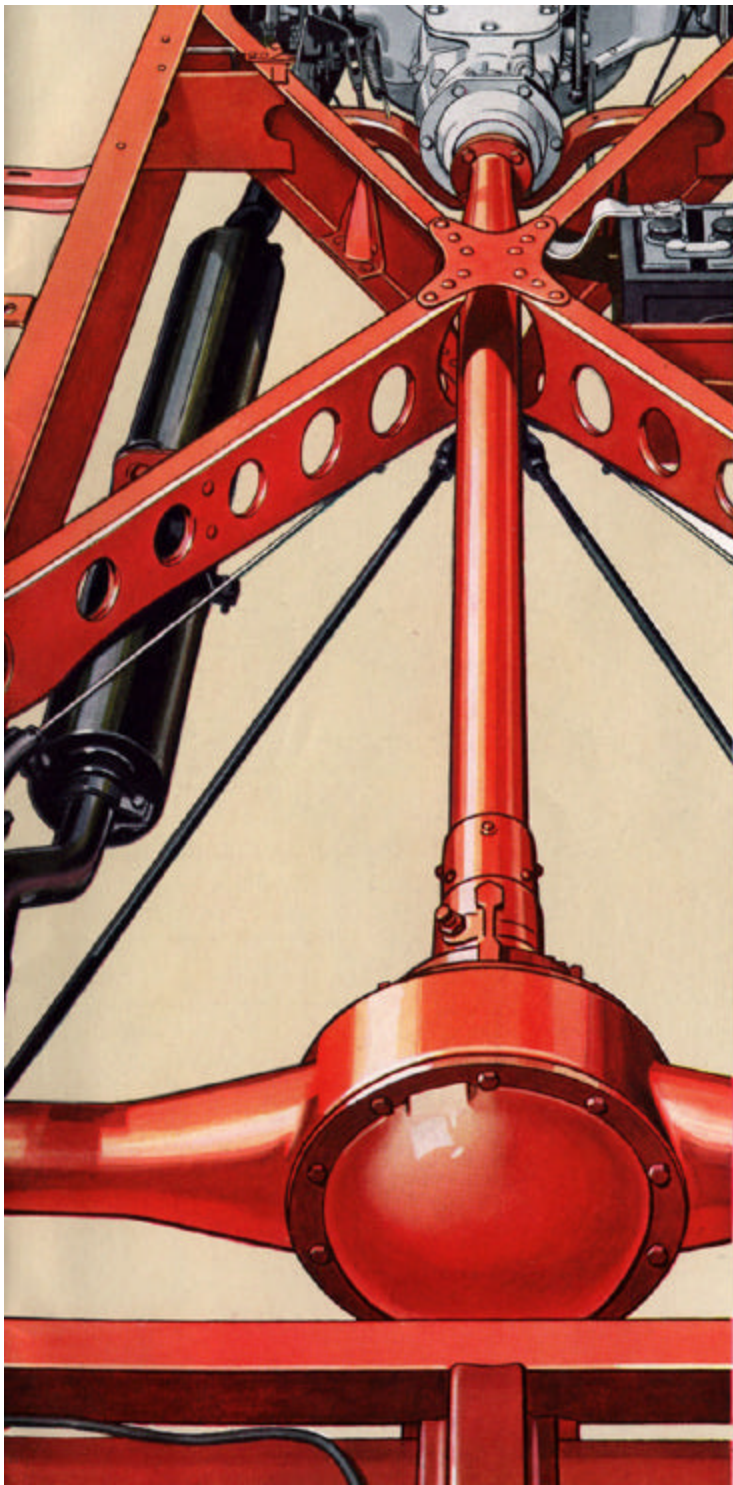
See how richly, how luxuriously Fisher has made the interior of this new Buick.

That's real velvet pile carpet on the floor; especially selected quality upholstery in the seats. Nothing shoddy, nothing skimped, no loose-ends—everything in the best of taste. Now let's glance at the front compartment. Have you ever seen a more beautiful instrument panel, with the aviation-type instruments grouped directly in front of the driver? Here is a generous package compartment for carrying papers, small parcels, etc. Notice,

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THIS NEW BUICK, like every other Buick, is powered with the famous Buick Valve-in-Head Straight Eight Engine, notable the world over for power, flexibility, dependability and long life. It develops 93 horsepower . . . delivers speed up to 85 miles per hour . . . accelerates 10 to 60 miles per hour in 21 seconds . . . and does all this at the rate of 15 miles to the gallon of gasoline.





AN IMPORTANT LINK in the Buick Sealed Chassis is the Torque Tube Drive—pioneered by Buick—which transmits the driving torque of the rear wheels and keeps the rear wheels in perfect alignment. The propeller shaft is tubular to give greater strength with less weight. The Buick girder X-type frame insures adequate strength for the mounting of the independent front wheel suspension system, having a specially designed front crossmember for that purpose.

. . .

too, the three-spoke steering wheel. Easy for the driver to see the road ahead, and read the instruments as he drives.

IMPROVED FISHER NO DRAFT VENTILATION

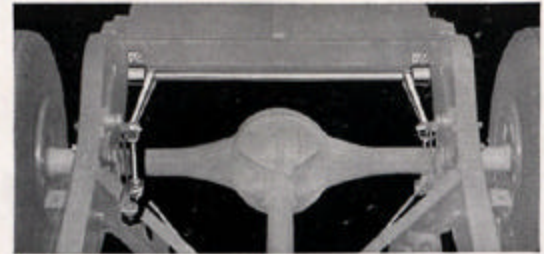
Of course the new Buick—like all 1934 General Motors cars—has Improved Fisher No Draft Ventilation with rain deflector. Plenty of fresh air circulating throughout the body of the car, winter and summer, without drafts. Each passenger can have the degree of ventilation desired. Windows and windshield can't get foggy in cold, misty or stormy weather. The greatest improvement in health, comfort and safety since the introduction of the closed body.

LET'S LOOK UNDER THE HOOD

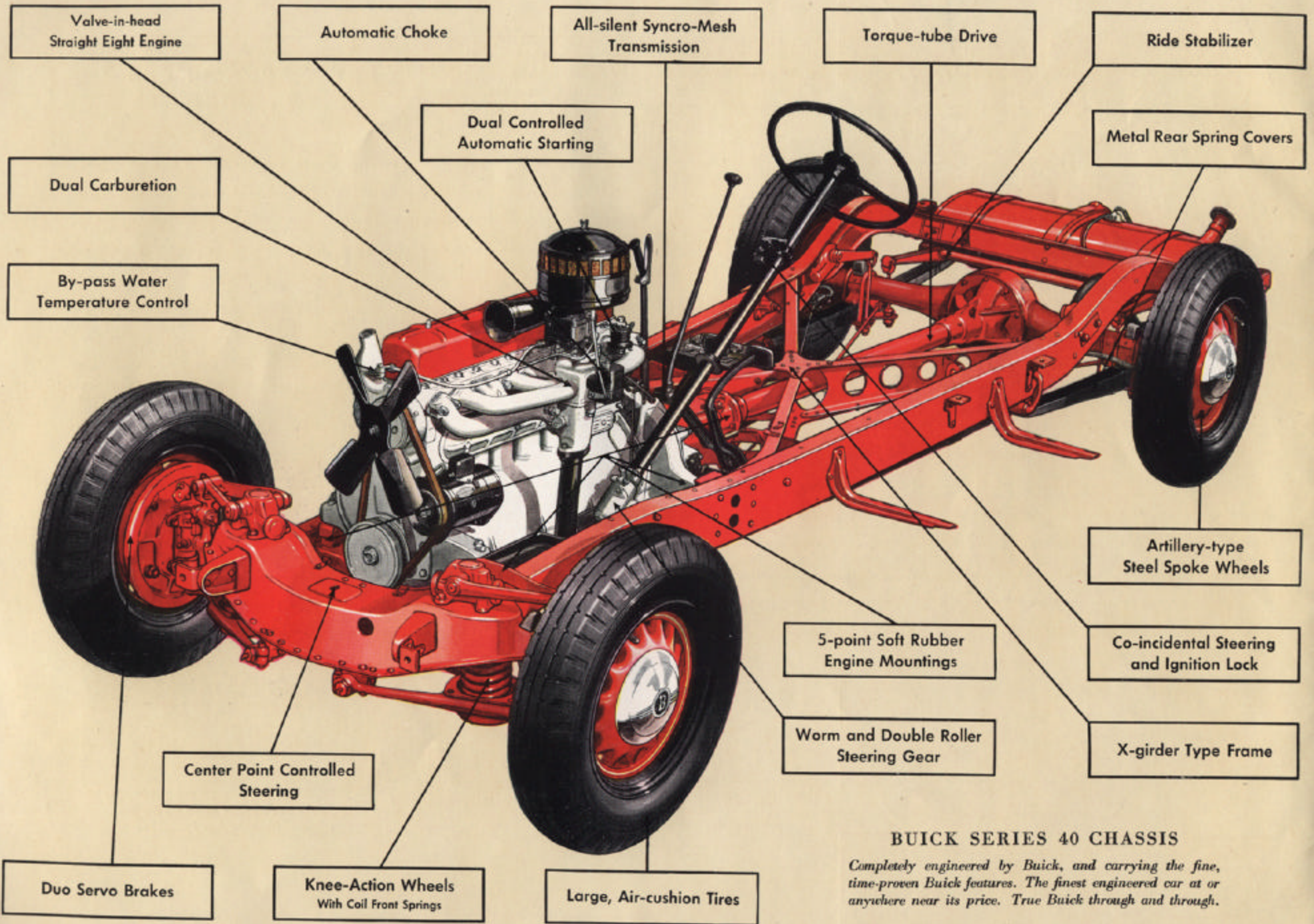
After all, what you want most in your new car is mechanical perfection. And that's where Buick excels. That's why Buick is notable the world over for performance, dependability, long-life.

The first thing you see is the Buick Valve-in-Head Straight Eight Engine. No smoother, quieter, more dependable, longer-lived power unit was ever built into a car. Whenever you see a Buick that has given years of service you can be quite sure that the sturdy, reliable qualities of the Buick engine are largely responsible for its long life.

This marvelous engine, together with



THE NEW BUICK RIDE STABILIZER keeps the car from rolling and sidesway when rounding sharp curves or corners.



BUICK SERIES 40 CHASSIS

Completely engineered by Buick, and carrying the fine, time-proven Buick features. The finest engineered car at or anywhere near its price. True Buick through and through.

the new Buick's all-silent Syncro-Mesh Transmission, is cushioned in live rubber at five points for even greater smoothness and quietness.

OUTSTANDING FEATURES OF THE BUICK SEALED CHASSIS

Now, what about the foundation of this new Buick? That means the frame which supports the body. It must, therefore, be strongly, rigidly built in order to hold the body securely.

The new Buick—like all Buicks—has a girder X-type frame, the strongest construction known. Then, for extra strength, there is a front crossmember especially designed to provide for mounting the new Buick's independent front wheel suspension system. We shall come to a more detailed description of this system in a moment. But before we leave the frame, a word about the Torque Tube Drive, pioneered by Buick and one of the most outstanding features of the new car. Its duty is to provide even greater strength, stability and long life to the chassis, as well as to keep the rear wheels in proper alignment. All these are outstanding features of the Buick Sealed Chassis—sealed to keep water and dirt and dust from the moving parts. A distinct Buick feature.

NEW FEATURES OF THE NEWEST BUICK

The many new and improved features which were introduced by Buick in the 1934 line are acknowledged to be the greatest contributions to riding ease and driving comfort in many years.

THE GLIDING RIDE AS BUICK GIVES IT

First and foremost of the new 1934 features is independent front wheel suspension, or Knee-Action Wheels. This form of construction permits each front wheel to move independently of the other and allows the use of comfort-giving, flexible, frictionless coil springs. Thus one wheel may go over a deep spot or a bump in the road without affecting the other wheel in the least. No shock or jolt is communicated to the other wheel. The car rides smoothly, easily, with a surprisingly pleasant gliding motion. And yet, Knee-Action Wheels alone would not give the new Buick's high degree of riding ease were it not for other new and improved Buick engineering features. Some of these features are—a new and better distribution of the car's weight; proper design and type of chassis springs and shock absorbers; the new Buick ride stabilizer which prevents rolling and side-sway when rounding sharp curves and corners; air cushion tires, to mention only a few of the most important new Buick developments.

It would take many pages to picture and describe all the features of construction, operation and design that make this new Buick such a wonderful car to drive, to



NEW INDEPENDENT FRONT WHEEL SUSPENSION (*Knee-Action Wheels*) permits the use of air-cushion, or low-pressure, tires. With this type of tire, minor jolts and vibrations are absorbed so that they are not transferred to the car at all.

ride in, and to own . . . such as center point controlled steering, and dual controlled automatic starting. You probably wouldn't have the time or the patience to read them. You may, however, be interested in the cut-away view of Knee-Action wheel construction which appears on this page. On another page there is a view of Buick's Valve-in-Head Straight Eight Engine. There is a striking, descriptive illustration of the Buick Sealed Chassis. These will give you a pretty good idea of Buick's sturdy, precision-built chassis.

FIVE POPULAR BODY TYPES

Further along appear illustrations in color, of each of the five models of the newest Buick. You will see a beautiful four-door sedan for family use—a business coupe with deck for personal business transportation—a smart, bright sport coupe with rumble seat—a four-door club sedan with built-in trunk for long trips with the family—and a stylish two-door touring sedan with built-in trunk. We won't say anything more about the smart, modern, Wind Stream Styling of

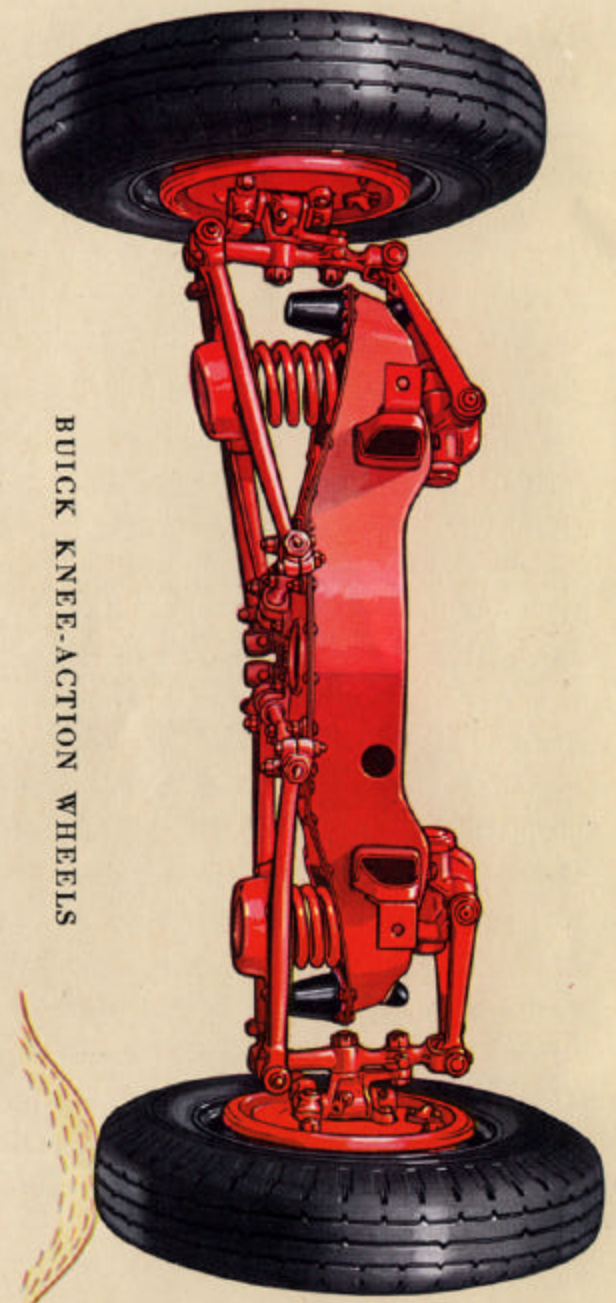
these new cars . . . their striking new beauty. The pictures tell the story.

TAKE A RIDE—YOU BE THE JUDGE

Now the next thing to do is to take a ride in this new Buick. For, after all, you are the judge. All that we can tell you isn't one-two-three, to what you can find out for yourself when you take the wheel of this new car. Any Buick dealer will be glad to put a car at your disposal for demonstrating purposes. Then, and then only, will you get the big-car feel of it—the thrill of the smooth, gliding ride as only Buick gives it—the joy of driving a car that the world and his neighbor respects.

WHAT A CAR—AND WHAT A PRICE!

And remember, this car can be yours at the lowest price in all Buick history. A Buick through and through for only a few more dollars than you may have been thinking of paying for a car that wouldn't give you half the pleasure and satisfaction. For—as all the world knows—you just can't beat a Buick!



BUICK KNEE-ACTION WHEELS

EVERY NEW BUICK IS THOROUGHLY TESTED AT THE GENERAL MOTORS PROVING GROUND

At Milford, Michigan—which is about 43 miles from Detroit—General Motors maintains a 1268-acre out-of-doors laboratory where every new General Motors car is thoroughly tested before it is offered the public. In a few weeks it amasses more mileage—is given more punishment—than the average owner would subject his car to in the course of several years. Rough roads, loose gravel, hills, curves—practically every road condition is approximated on the General Motors Proving Ground's 22.8 miles of roadway. Repair shops, experimental garages, engineers' offices complete the Proving Ground's ensemble of equipment. Engineers and scientists study a car's performance from every angle. Nothing is left to chance.

As a General Motors product, the newest Buick was, naturally, tried out and thoroughly tested in this outdoor laboratory.

For more than two years engineers and scientists at the General



Motors Proving Ground and General Motors Research Laboratories studied, tested, tried out Independent Front Wheel Suspension—later to be known as Knee-Action Wheels. Only when they were fully satisfied that this new and revolutionary principle was absolutely sound did they approve its introduction by Buick. The result is that the

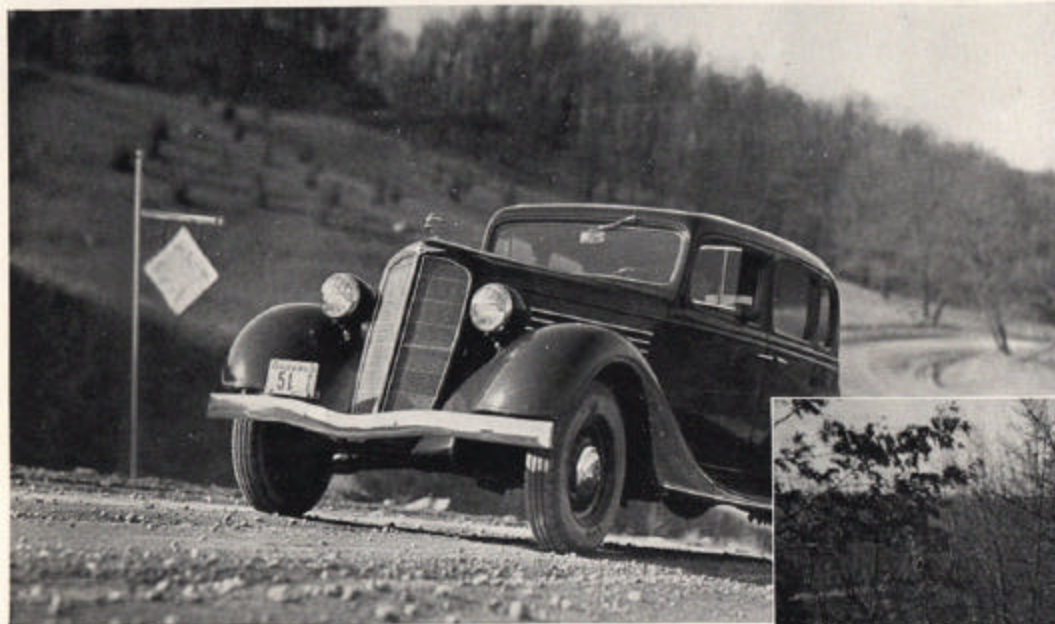
newest Buick gives the smoothest ride that any motor car ever gave.

Around the sharp curves of the Proving Ground the new Buick ride stabilizer was thoroughly tested in action many thousands of times before it was approved by Buick engineers.

Buick's new air cushion tires are the result of thousands of low-pressure tire tests made on all kinds of roads at the Proving Ground in connection with Knee-Action Wheels and Buick's new center-point controlled steering.

To determine whether this newest Buick was water-tight, it was driven through the "bath tub"—a depressed section of concrete

deceleration of the car was also recorded at various speeds and pedal pressures.



"UP HILL AND DOWN DALE" is more than an expression at the General Motors Proving Ground. Here we see the newest Buick taking a hill test on a 24 per cent grade. What you cannot see is that the car is riding as smoothly, as comfortably, as easily over this hill as it does on the straightaway.

roadway built to hold water. In that way engineers assured themselves that windows, doors and floorboards were properly sealed; they satisfied themselves that the brakes, carburetor and ignition were unaffected by this penetrating deluge.

Then, by means of a special device, the brakes were tested to determine the exact amount of brake pedal pressure; the

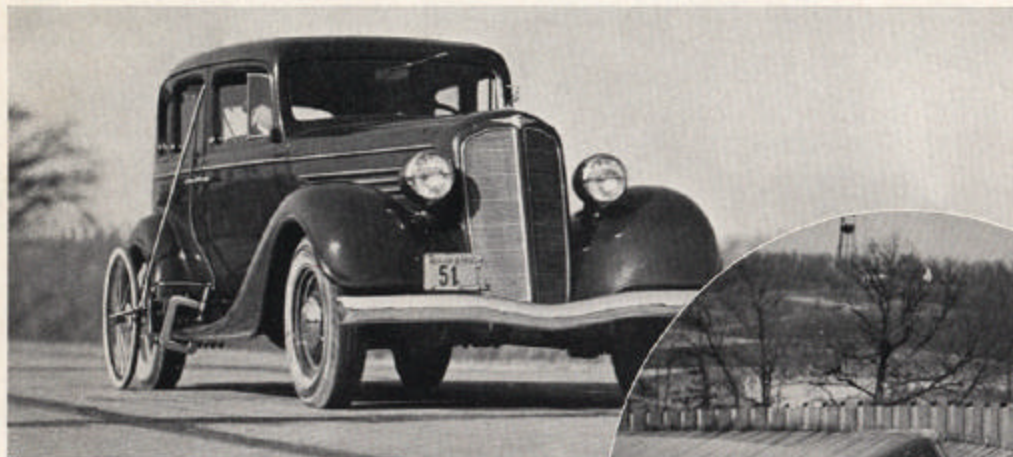
Will the clutch respond to the lightest touch? A device attached to the clutch pedal eliminates all guesswork. It registers in actual pounds the power required to engage and disengage the clutch.

"Listening in" for car noises is another Proving Ground Test. This is done by using an audiometer, an instrument which makes a record of noise intensity over the full range of speed for the



THIS IS THE FAMOUS Belgian Block Road at the General Motors Proving Ground. It is constructed of granite blocks laid irregularly on a 6-inch concrete base. On this unusually rough stretch Buick's smooth, gliding ride was put to one of its severest tests . . . and came through with colors flying!

purpose of comparison. A telemeter indicates the exact amount of vibration caused by operation of the car at various speeds.



HOW MANY MILES PER GALLON? That momentous question is being answered by this test of the newest Buick at the General Motors Proving Ground. The fifth wheel electric speedometer accurately measures the speed; glass tubes contain the fuel and, being calibrated, assure absolutely accurate measurements. At speeds of five, ten miles an hour and upward, at five-mile intervals, an economy curve is charted. The newest Buick came through with the amazing record of 15 miles to the gallon of gasoline.

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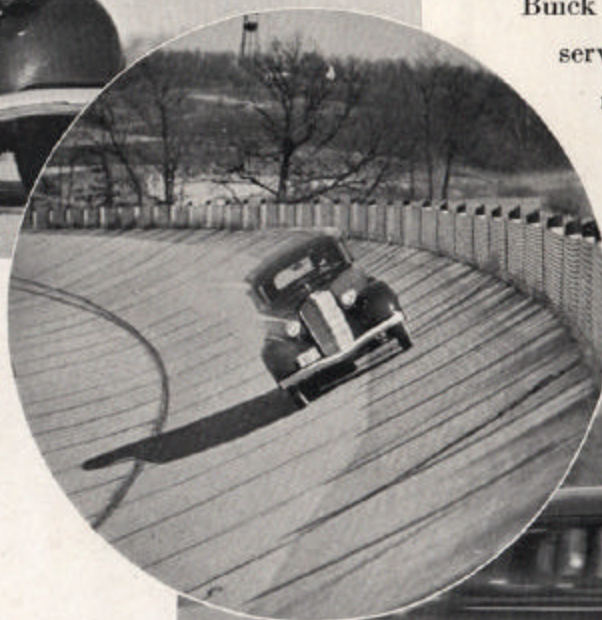
A few other General Motors Proving Ground tests are pictured and described on these pages.

Results are recorded electrically, mechanically, photographically. Records of all tests are preserved at the Proving Ground where they are accessible at all times to engineers of General Motors and its divisions.

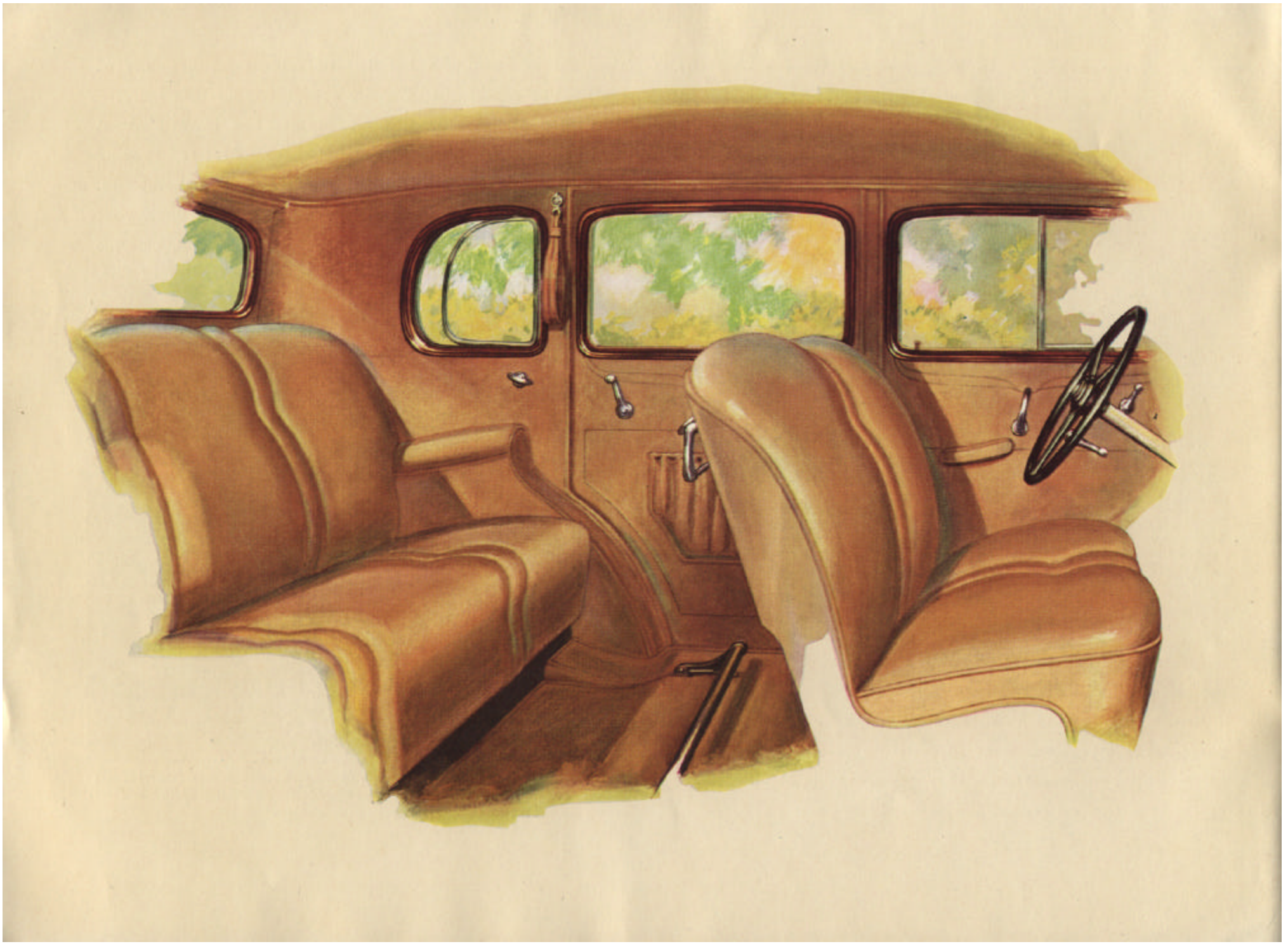
Thus the newest Buick has had the advantage—not only of the skill and experience of Buick's engineers and designers—but of all that General Motors has learned about engineering both at the General Motors Proving Ground and General Motors Research Laboratories. That is one reason why you can depend upon your Buick to give you long years of useful, carefree service over many thousands of miles of fine, reliable motoring.

• • •

HERE THE NEW BUICK is taking an endurance speed test on the 3.8 miles oval track at the General Motors Proving Ground. It will shortly be timed again on two high-speed straightaways, more than a mile in length, lying at right angles to each other to permit test runs in four directions. Thus wind resistance is compensated for and speed accurately recorded.



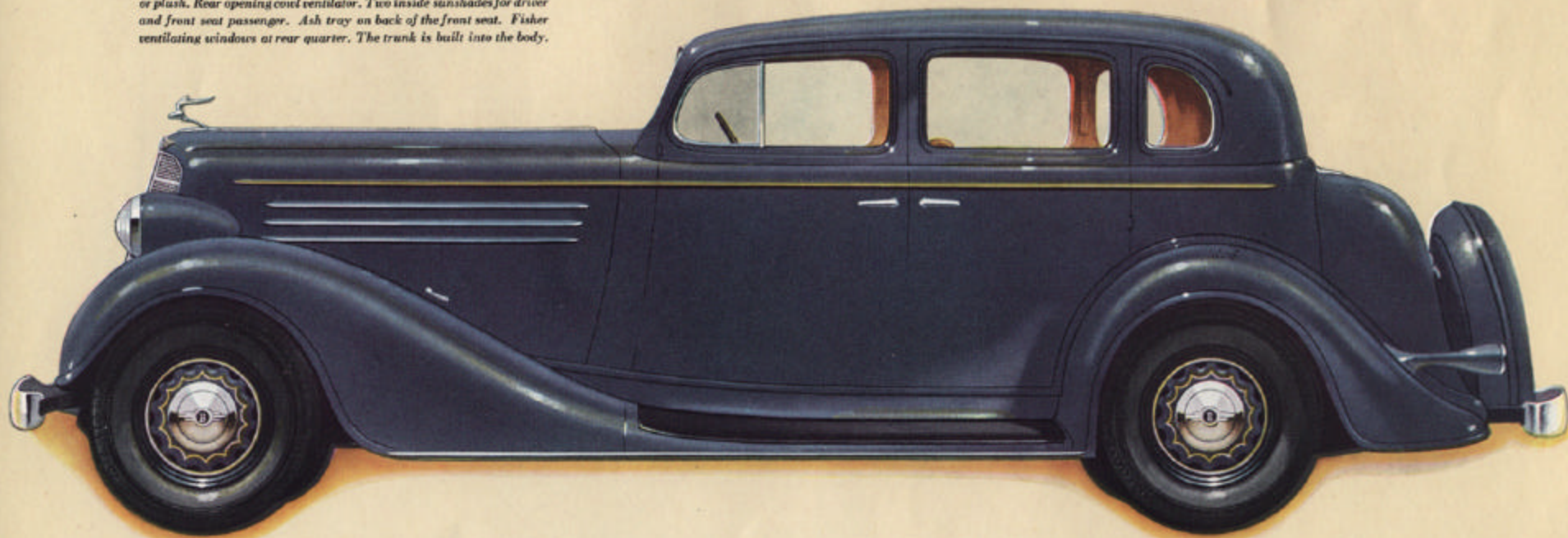
HAVE YOU EVER BEEN compelled to plow through a gravel pit like this one at the General Motors Proving Ground? Well, you can do so with perfect safety in the newest Buick, which is here seen taking this vigorous test . . . and, successfully, as the results show.

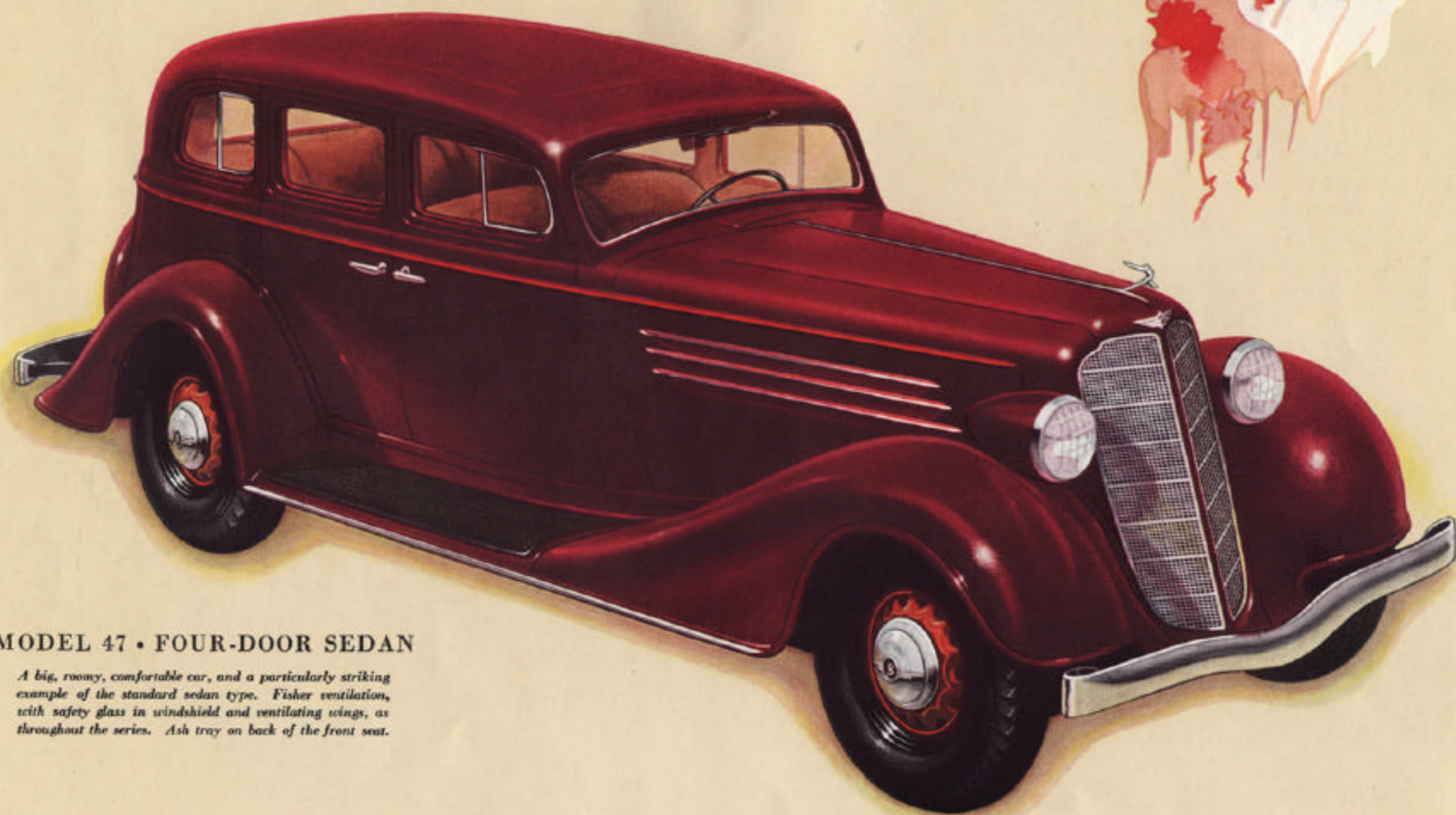




MODEL 41 • FOUR-DOOR CLUB SEDAN
WITH BUILT-IN TRUNK

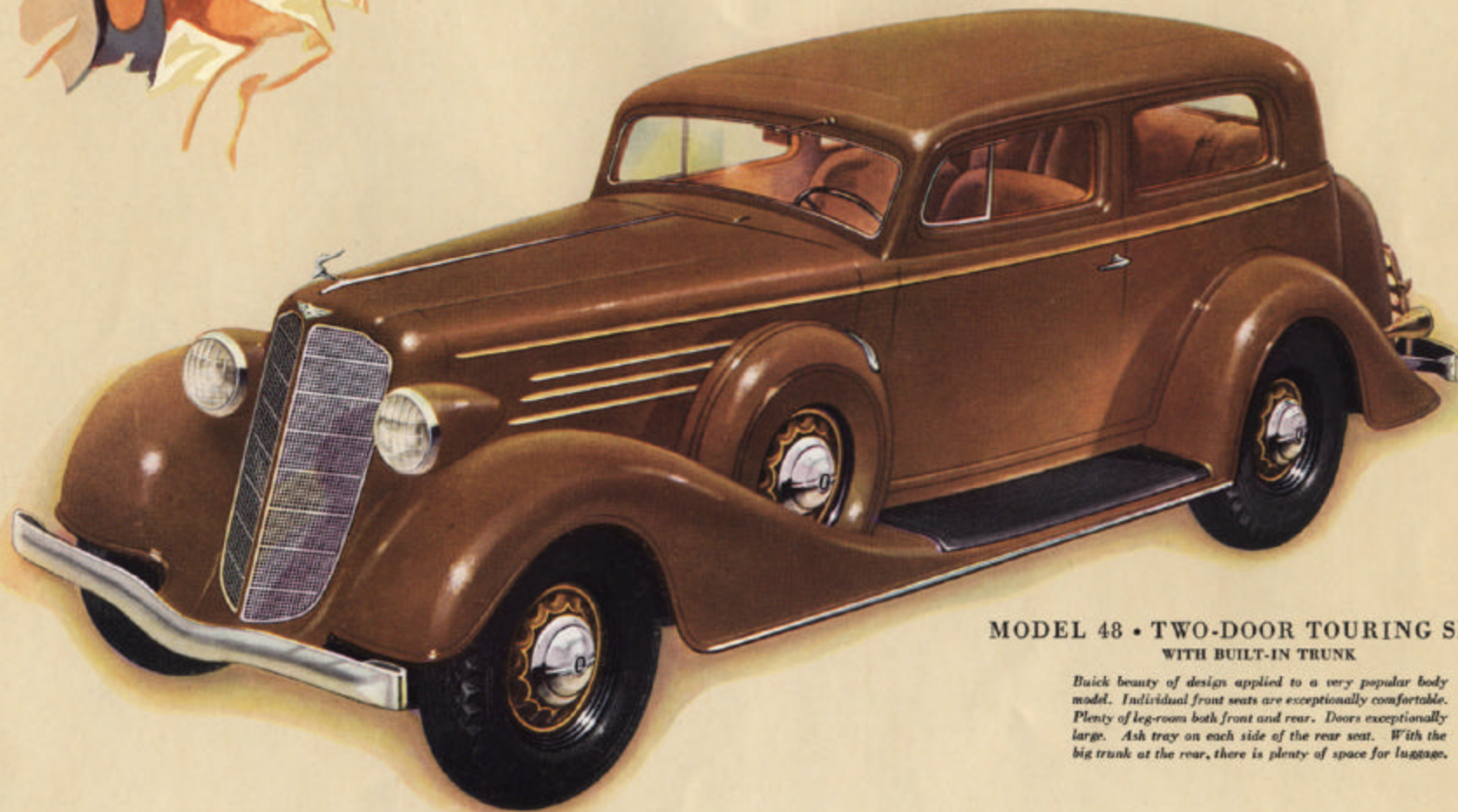
A graceful, roomy car for five. Luxuriously upholstered in broadcloth or plush. Rear opening cool ventilator. Two inside sunshades for driver and front seat passenger. Ash tray on back of the front seat. Fisher ventilating windows at rear quarter. The trunk is built into the body.





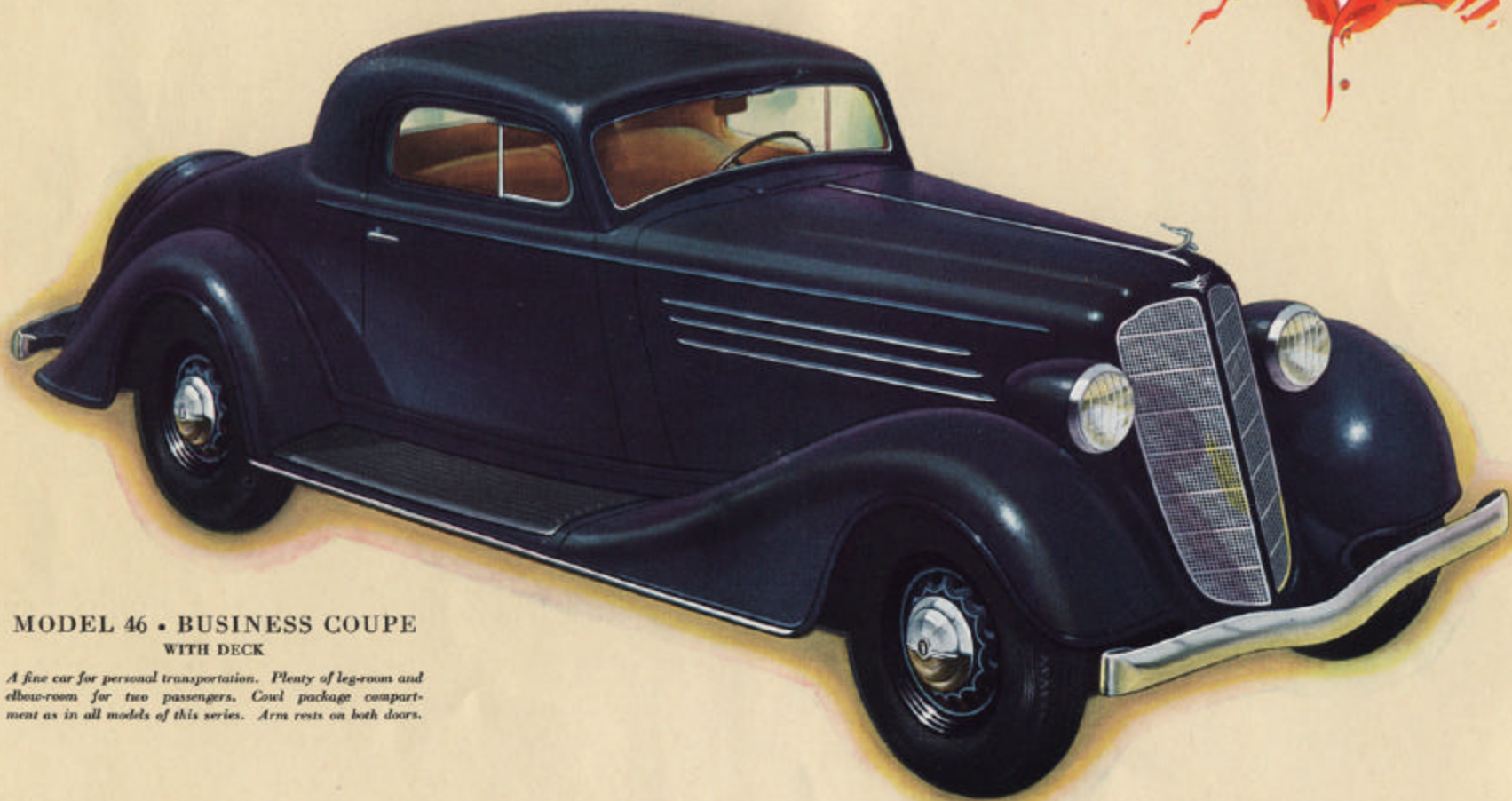
MODEL 47 • FOUR-DOOR SEDAN

A big, roomy, comfortable car, and a particularly striking example of the standard sedan type. Fisher ventilation, with safety glass in windshield and ventilating wings, as throughout the series. Ash tray on back of the front seat.



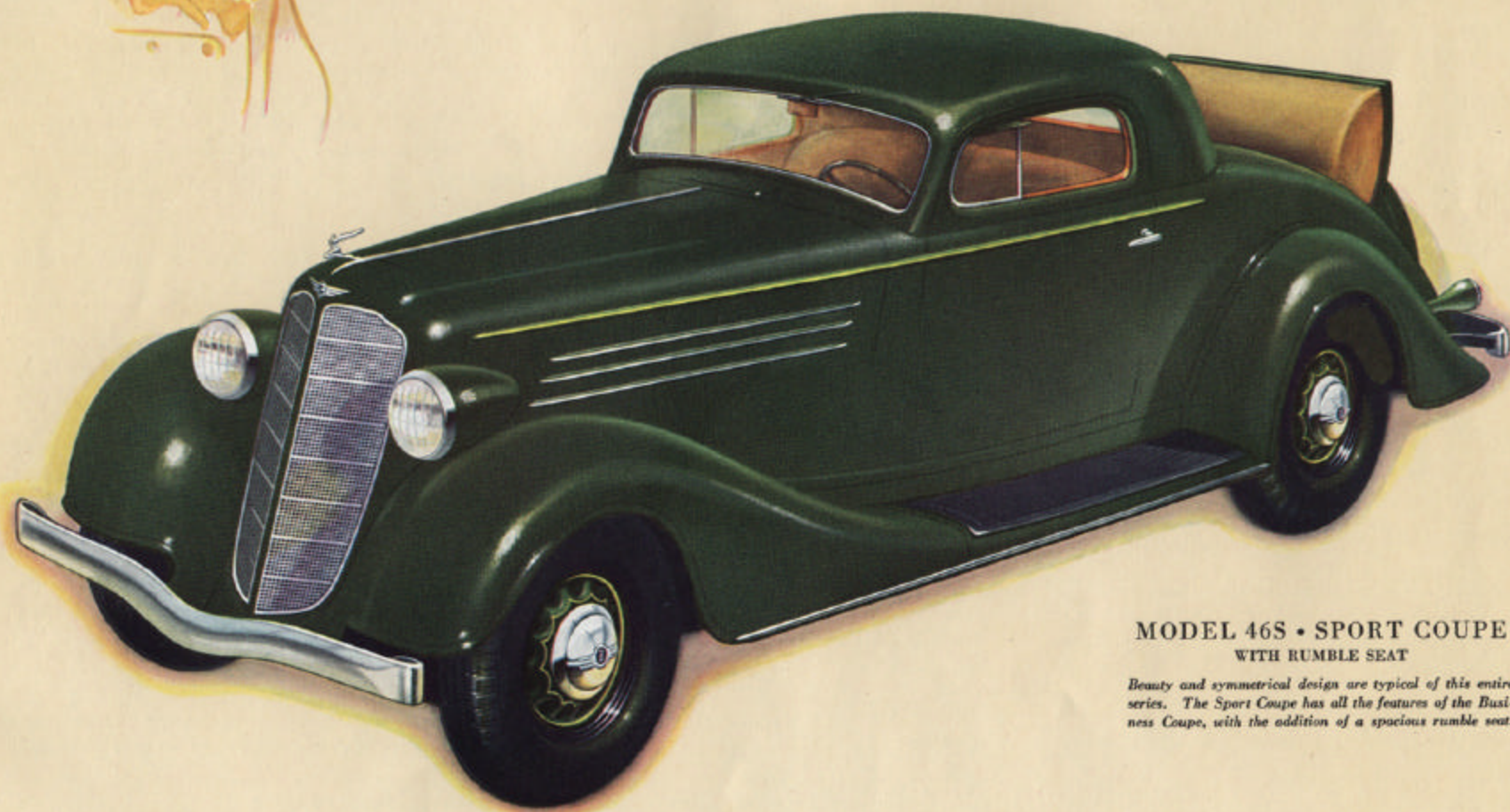
**MODEL 48 • TWO-DOOR TOURING SEDAN
WITH BUILT-IN TRUNK**

Buick beauty of design applied to a very popular body model. Individual front seats are exceptionally comfortable. Plenty of leg-room both front and rear. Doors exceptionally large. Ash tray on each side of the rear seat. With the big trunk at the rear, there is plenty of space for luggage.



MODEL 46 • BUSINESS COUPE
WITH DECK

A fine car for personal transportation. Plenty of leg-room and elbow-room for two passengers. Cool package compartment as in all models of this series. Arm rests on both doors.



MODEL 46S • SPORT COUPE
WITH RUMBLE SEAT

Beauty and symmetrical design are typical of this entire series. The Sport Coupe has all the features of the Business Coupe, with the addition of a spacious rumble seat.

S P E C I F I C A T I O N S

1934 BUICK VALVE-IN-HEAD ENGINE

Series 40—117-inch Wheelbase

ENGINE—Bore and stroke $3\frac{3}{8}$ x $3\frac{7}{8}$ inches, displacement 233 cubic inches, horsepower 93.

Electro-plated, four-ring pistons. Fully counterweighted and torsion balanced crankshaft. Full-pressure lubrication to main, connecting rod, camshaft and rocker arm bearings.

FUEL, EXHAUST AND COOLING SYSTEMS—Marvel down-draft dual carburetor—thermostatic heat control—automatic choke control—fuel pump—intake silencer and air cleaner. Straight-through resonance-type muffler. Thermostatically operated by-pass type of water temperature control. Centrifugal water pump, belt driven. Four-blade fan.

CLUTCH AND TRANSMISSION— $9\frac{1}{2}$ -inch single plate. Improved All-Silent Syncro-Mesh, with nickel chrome steel helical gears throughout. Three speeds forward and one reverse.

TORQUE TUBE DRIVE—Fully-enclosed tubular propeller shaft. Only one universal joint, automatically lubricated from transmission.

SPRINGS AND SPRING SHACKLES—Front: silicon manganese coil type. Rear: semi-elliptic under-slung type. Leaves with curled ends. Metal covers at slight extra cost. Improved threaded type spring shackles.

FRAME—Rigid girder X-type double-drop with four crossmembers.

STEERING—Worm and double roller gear.

SHOCK ABSORBERS—Delco-Lovejoy Hydraulic—front, double-acting; rear, single-acting.

BRAKES—Four-wheel Duo Servo, mechanical hook-up. Pressed steel drums. Braking area, 181.28 square inches. Hand brake, same as service.

ELECTRICAL SYSTEM—Delco-Remy, 2 unit, 6-8 volt; with Octane Selector; duo-controls; automatic starting with positive solenoid operated engaging mechanism. Multi-beam headlights controlled from toe board button and instrument panel. Equipped with asymmetrical passing and tilting light. Two indirect instrument lights. Tail light on fender. Electric gasoline gauge. Battery under front seat.

INSTRUMENT BOARD—Walnut finish complete with aviation-type instruments; pointer-type speedometer, electric gasoline gauge, oil pressure gauge, water temperature indicator, ammeter—all indirectly lighted. Package compartment.

TIRES AND WHEELS—Tire size, 16 x 6.25 inches. Demountable steel spoke, artillery type wheels. Drop center rims.

INTERIOR APPOINTMENTS INCLUDED IN LIST PRICE—Sunshades—safety glass in windshield and ventilator wings—ash trays—assist cords—robe rail—foot rests.

SPECIAL EQUIPMENT, FACTORY INSTALLED, AT EXTRA COST—Metal drum-type tire covers—single bar V-type chrome-plated bumpers—rear spring covers—spare tire and lock—fender well—safety glass all around.

SPECIAL EQUIPMENT, PURCHASABLE FROM DEALER, AT EXTRA COST—Bumper guards—gas tank cap with lock—cigar lighter—package compartment door with lock and clock—radio—heater—metal license plate frame—onyx-type gear shift ball—spot light—suit cases for built-in trunk models.

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

BUICK MOTOR COMPANY, *Division of General Motors*, Flint, Michigan

PRINTED IN U. S. A.

Pay for Your Newest Buick on the G. M. A. C. Plan



When you buy a Buick you have the privilege of paying for it under the G. M. A. C. (General Motors Acceptance Corporation) Plan. The terms are made as low as possible; they can be arranged to meet your needs; you will receive courteous and helpful treatment.

61 G. M. A. C. offices located in towns and cities all over the country greatly simplify the purchase of a car under

this plan, besides making it convenient for the owner to make his payments.

Insurance Included

The G. M. A. C. Plan also includes insurance protection through the G. E. I. C. (General Exchange Insurance Corporation), also a Division of General Motors. The premium is included in your monthly installments so that your insurance is being automatically kept up without thought or effort on your part.

Representatives of G. E. I. C. are located throughout the United States and Canada, assuring prompt adjustment whether loss occurs near your home, or thousands of miles away.

How to figure Cost of Purchase on the G.M.A.C. Plan

Your new Buick Series 40 _____ will cost:

(Model)

Delivered Price..... \$ _____

Down Payment..... \$ _____

(your car and \$ _____ cash)

12 Monthly payments, 11 at..... \$ _____

1 at..... \$ _____

or

18 Monthly payments, 17 at..... \$ _____

1 at..... \$ _____

The newest Buick can be bought for only a few dollars a month more than you would have to pay for a small car which would not give you nearly the pleasure and satisfaction you are sure to get from a Buick.





WHEN BETTER AUTOMOBILES ARE BUILT—BUICK WILL BUILD THEM