

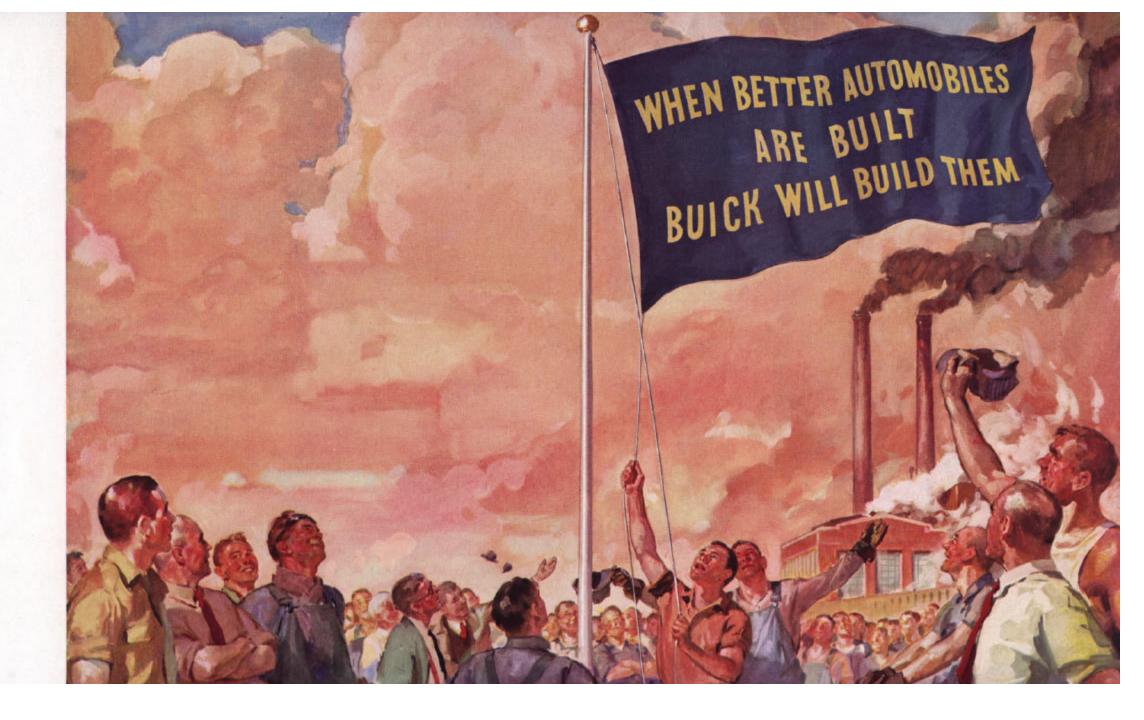
Here is the engine that surges with power...

You are looking here at the sturdy heart of your 1937 Buick—that silent, silky, rugged source of high-powered energy which makes you master of time and distance. It's a straight-eight for smoothness, with valve-in-head thrift—meaning that it gives you ten per cent more power from every gallon of fuel than any other type of engine size for size. And every Buick is stepped up in horsepower this year.

Here are the men who uphold the pledge

Furthern thousand Buick workmen, with a tradition of honest craftsmanship, build something of their own character into the very metals which pass beneath their hands. With the enthusiasm of a successful year behind them, and with \$14,500,000 worth of new tools and equipment to spur their skill, they have put their hearts into again making good the pledge: "When better automobiles are built, Buick will build them."





-AND HERE IS A CHOICE THAT MEETS HEART'S DESIRE

Whatever the price you wish to pay, whatever the horsepower, wheelbase or equipment your money buys, every one of the four brilliant series offered in the following pages is a Buick through

and through, right from the same assembly line. For 1937, the series names are emblazoned in gleaming metal on the louvres, and you can be proud to call any one of the four your own.

LIMITED

Lordliest of the Buicks, dimensioned to new standards of spaciousness and appointed with a luxury far beyond the demands of mere transportation—the magnificent Limited for 1937 nevertheless has a fleetness and nobility which comes as a refreshing surprise. Your choice of four body styles.

CEZIURZ

Powered by the same 130 horsepower engine as the Limited and Roadmaster, but compacted on a wheelbase of 126 inches—the 1937 Buick Century brings to motoring an exaltation such as you've always hoped to find. There are six body styles.

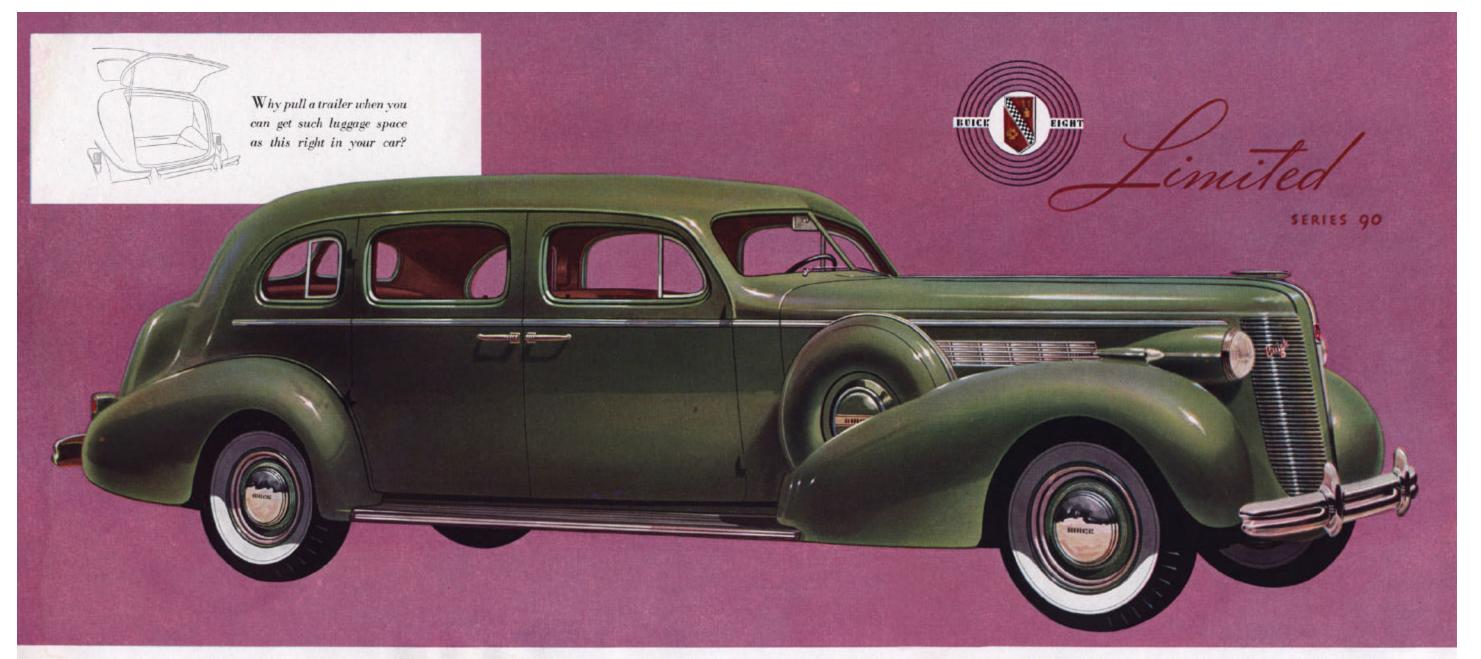
ROADASTER at its name suggests—an automobile with a

All that its name suggests—an automobile with a vast reserve of power to command every traffic situation—capacious, swift, beautifully responsive, and equally at home on the open road or the boulevard. Three body styles are offered.

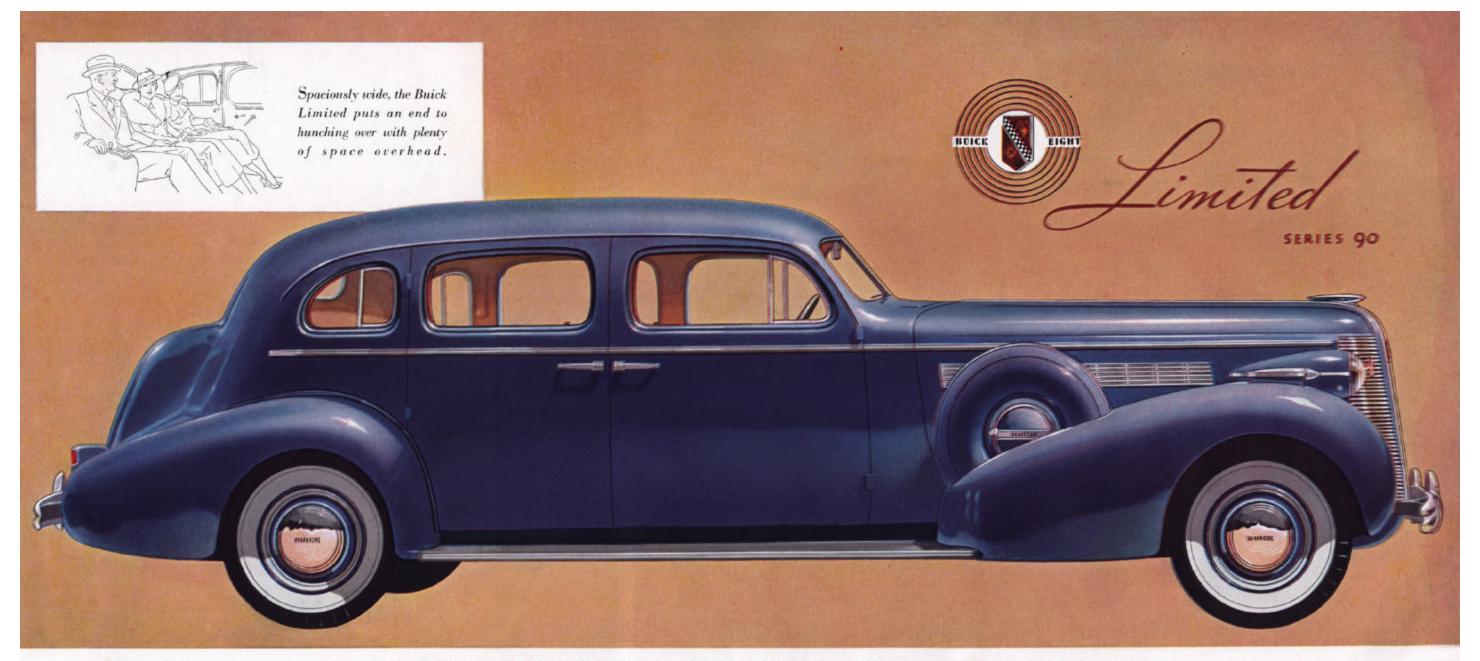
SPECIAL

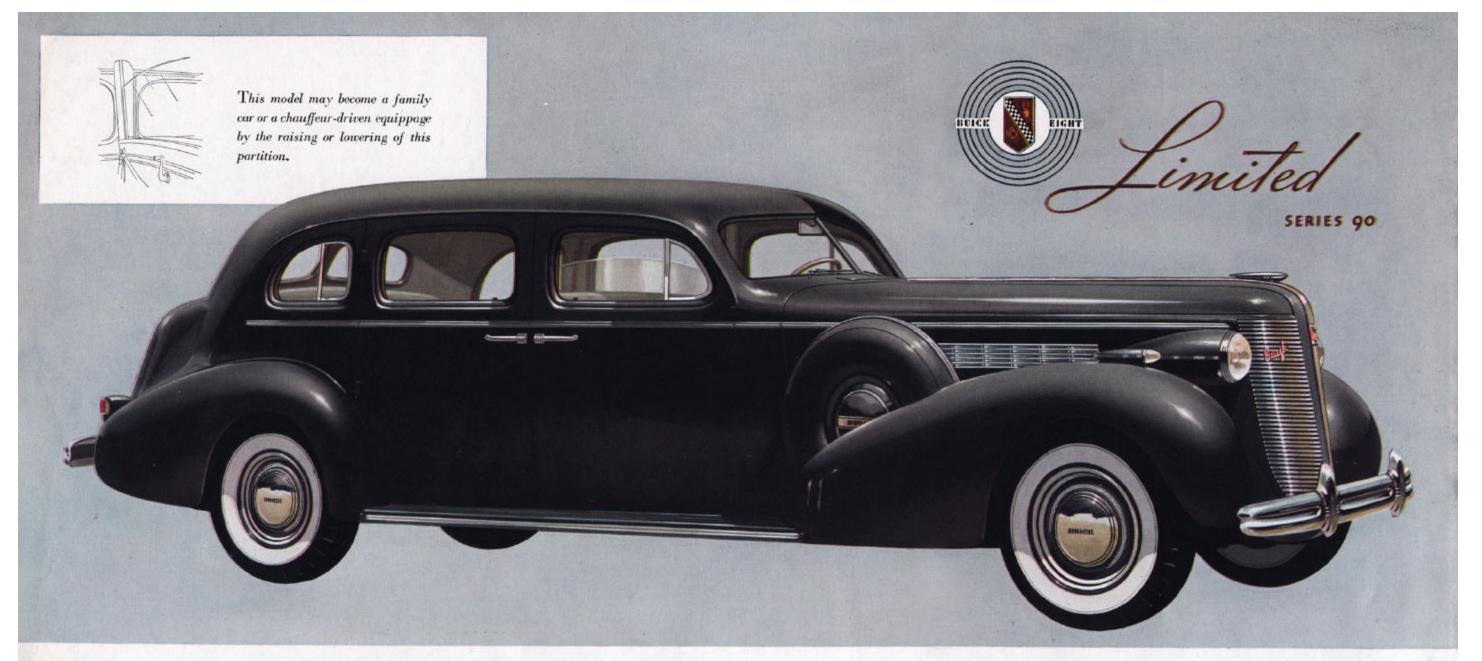
Stepped up this year in everything—longer and larger, increased in power—thriftier even than its famous predecessor—the Special for 1937 brings Buick ownership within the realm of reality for anyone who yearns to possess a truly great car. There are eight body styles this year.



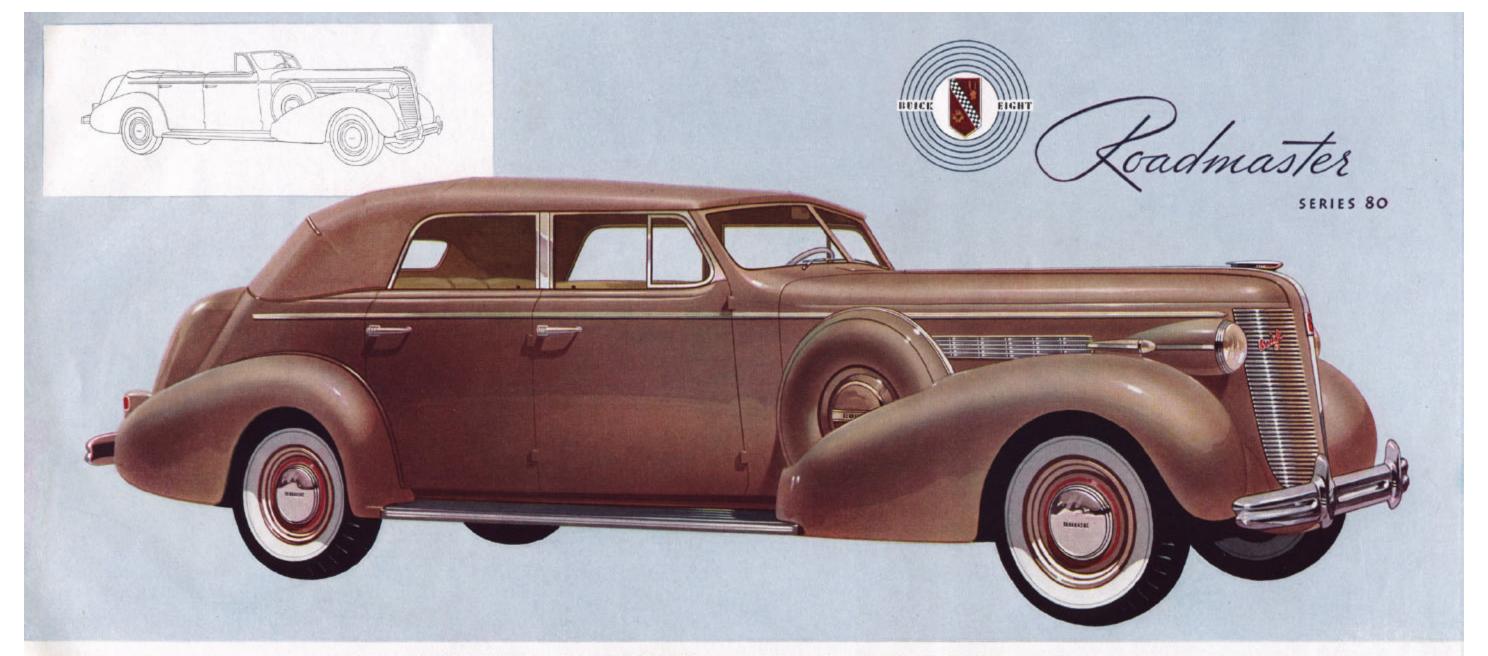


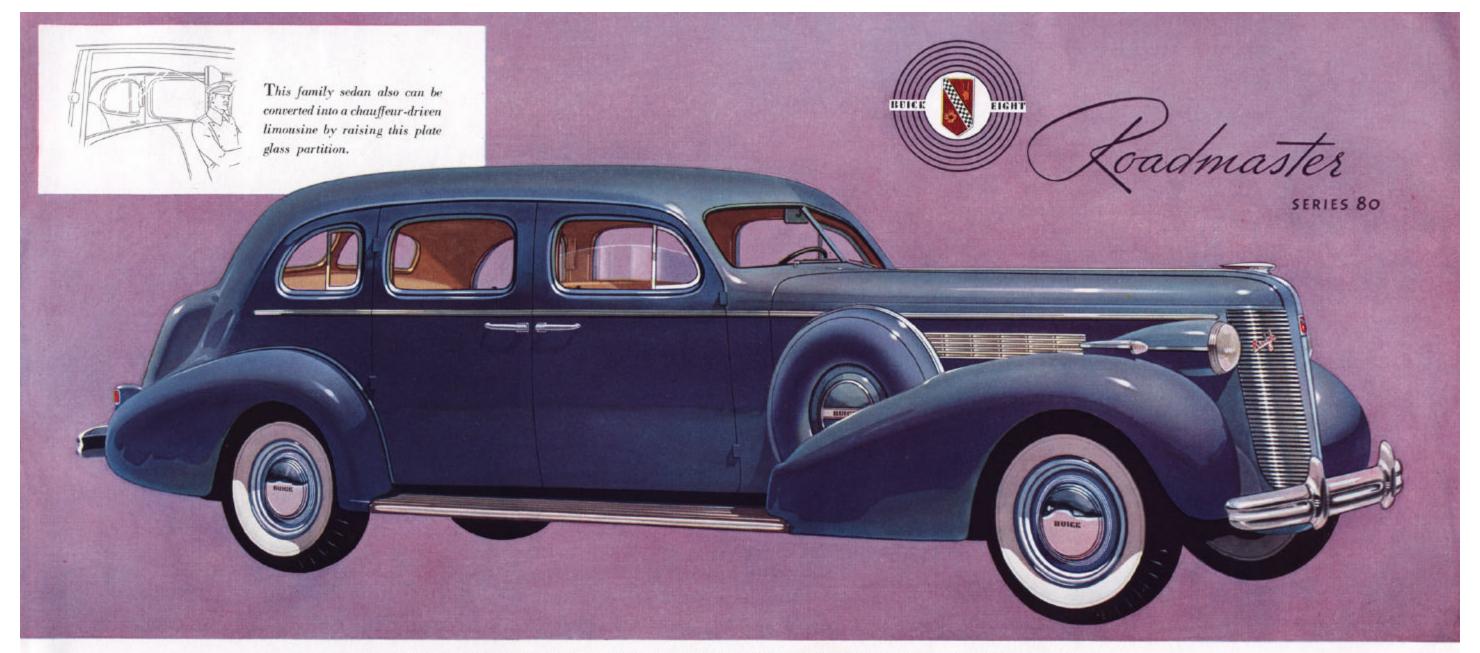
SIX-PASSENGER FOUR-DOOR SEDAN (TRUNK BACK, FENDER WELL ONLY) - MODEL No. 91

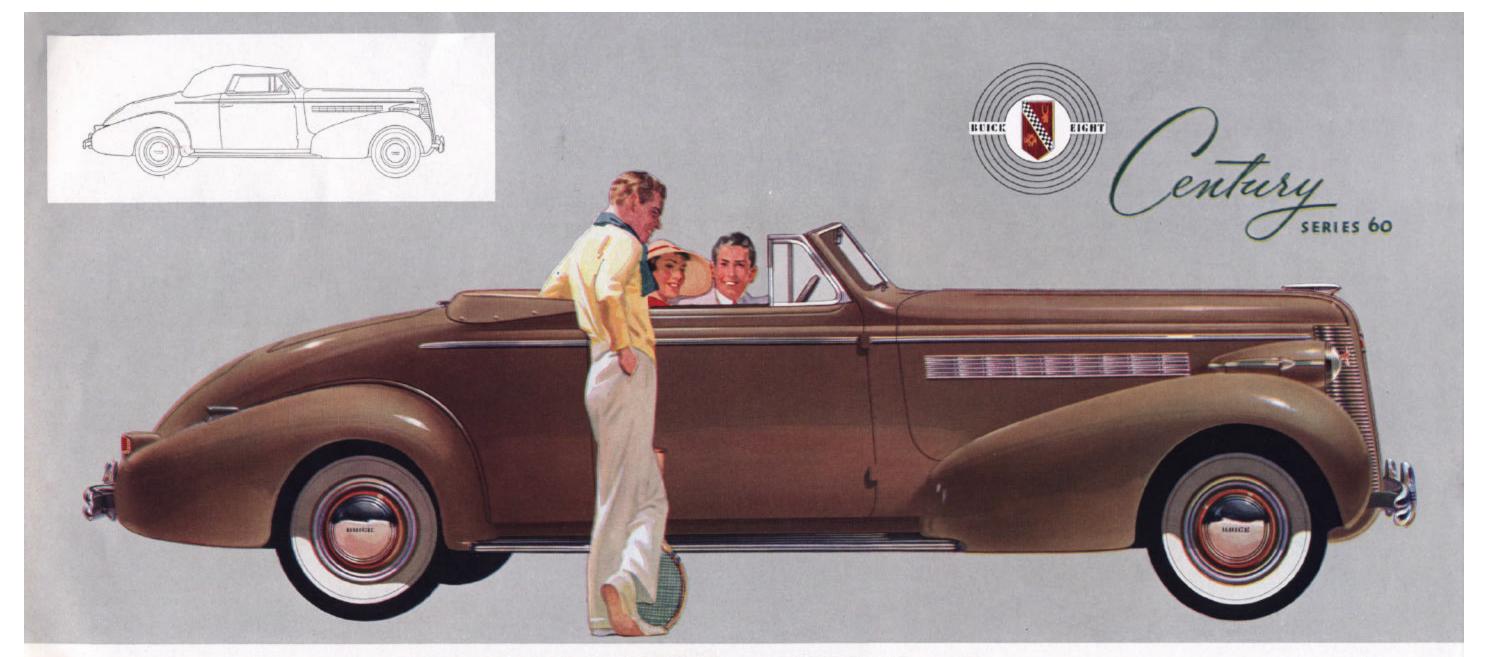






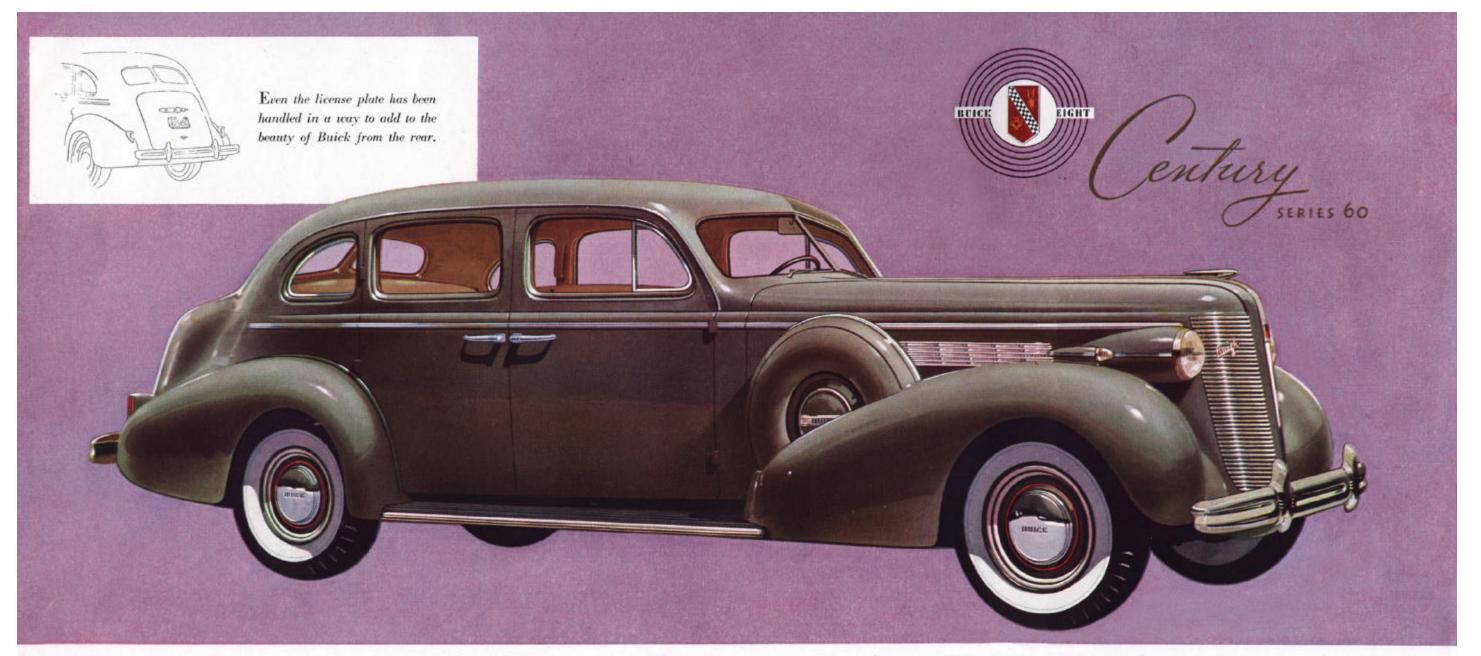




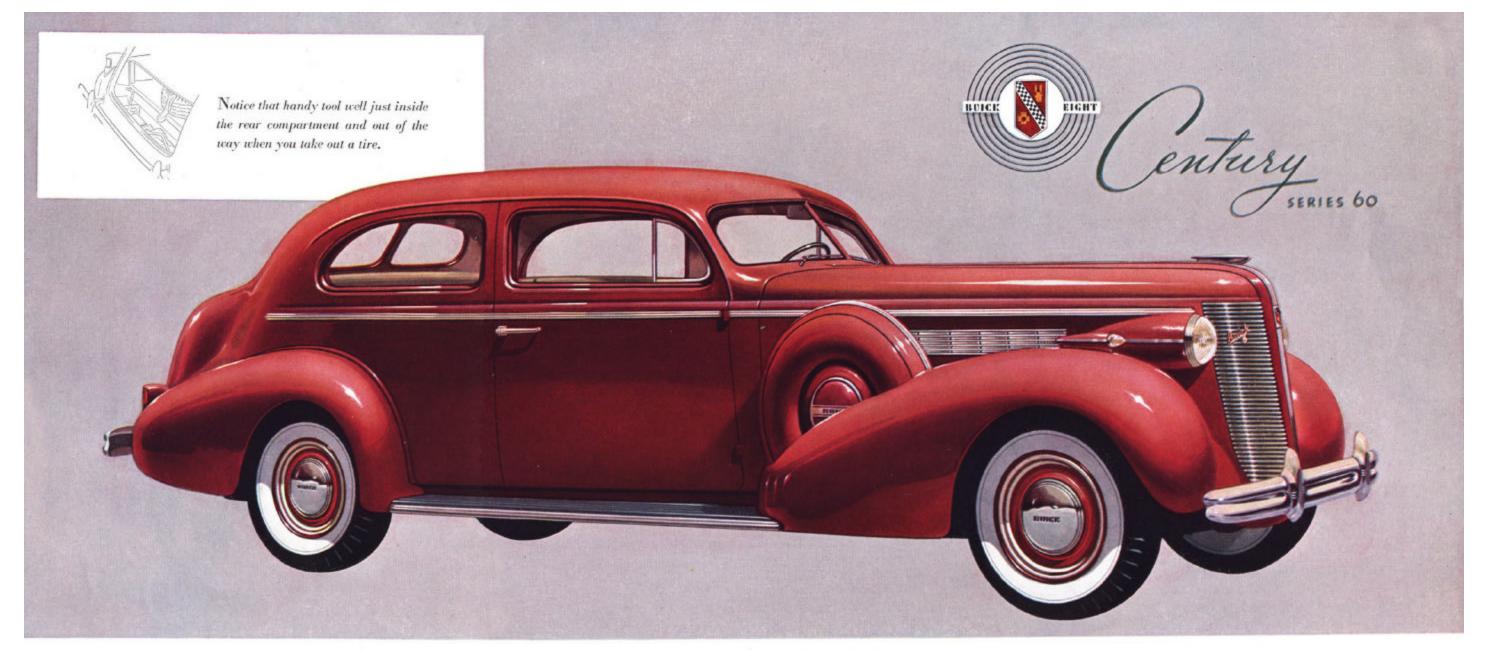


FOUR-PASSENGER CONVERTIBLE COUPE (RUMBLE SEAT) - MODEL No. 66-C

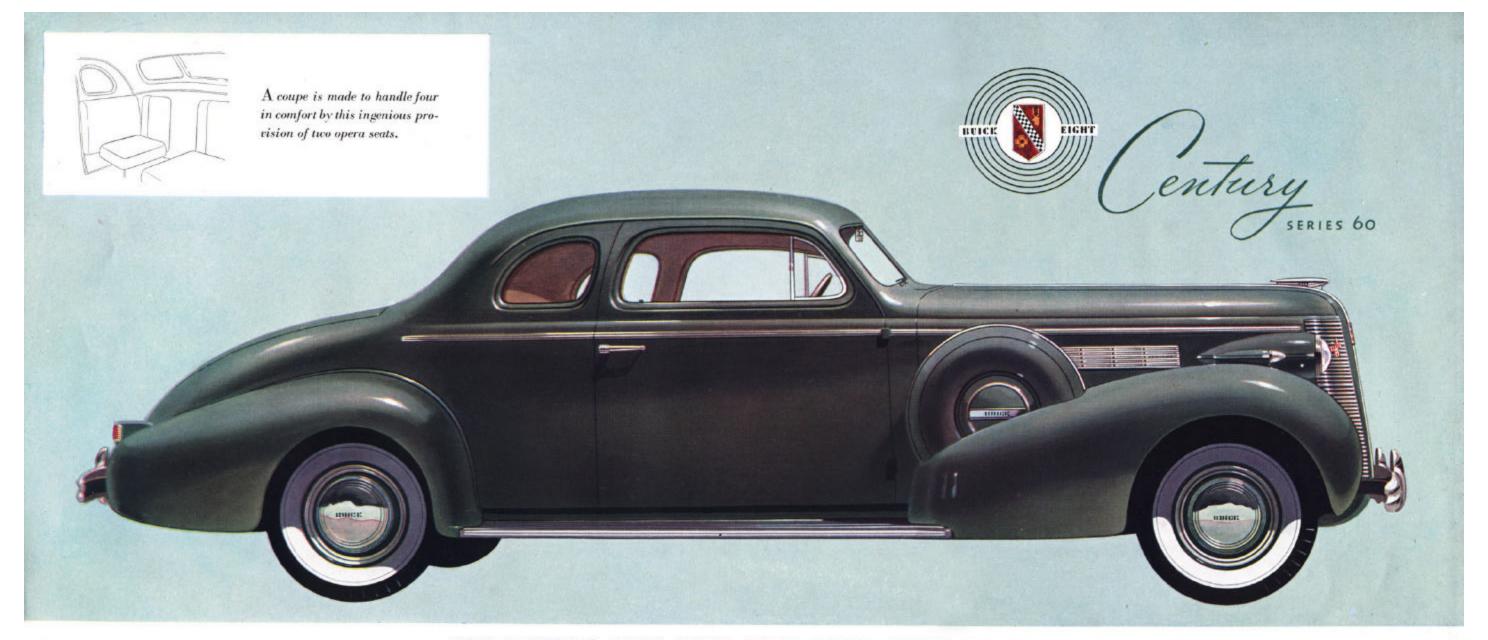




FIVE-PASSENGER FOUR-DOOR SEDAN (TRUNK BACK) - MODEL No. 61

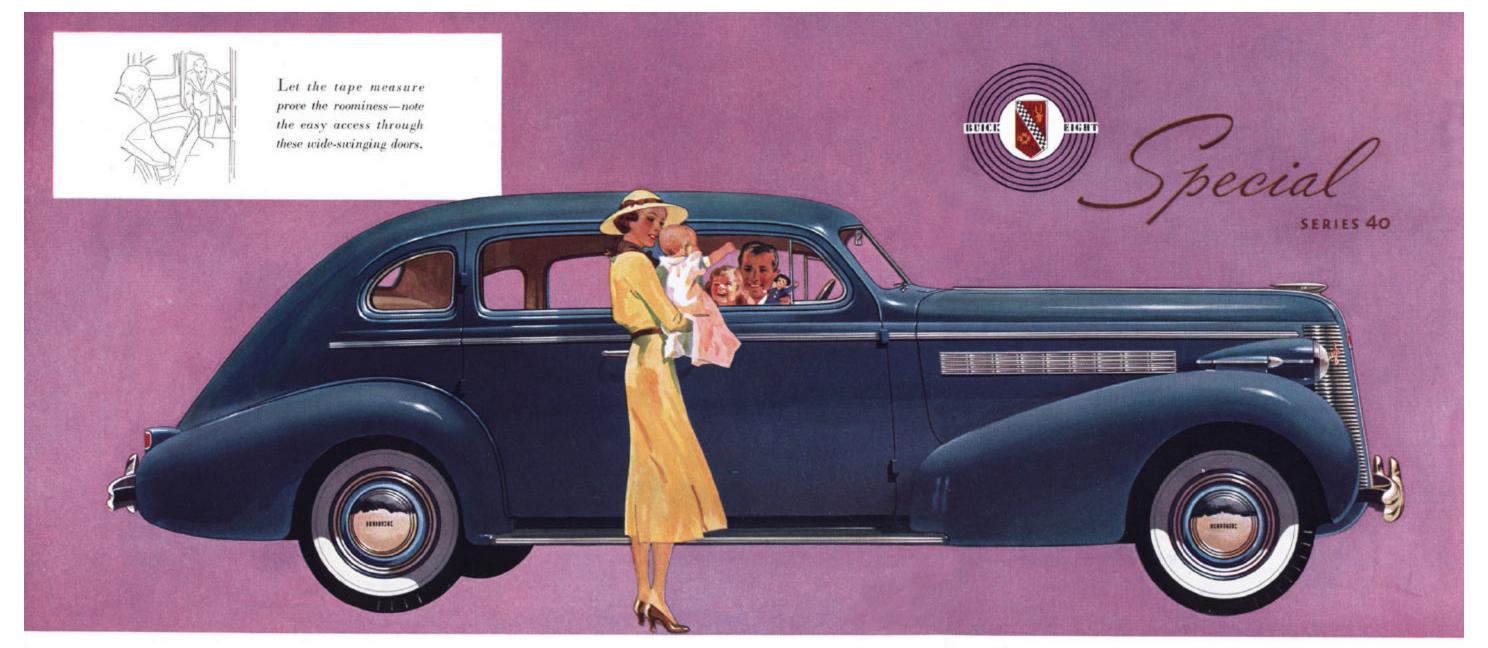


FIVE -PASSENGER TWO-DOOR SEDAN (TRUNK BACK) - MODEL No. 68



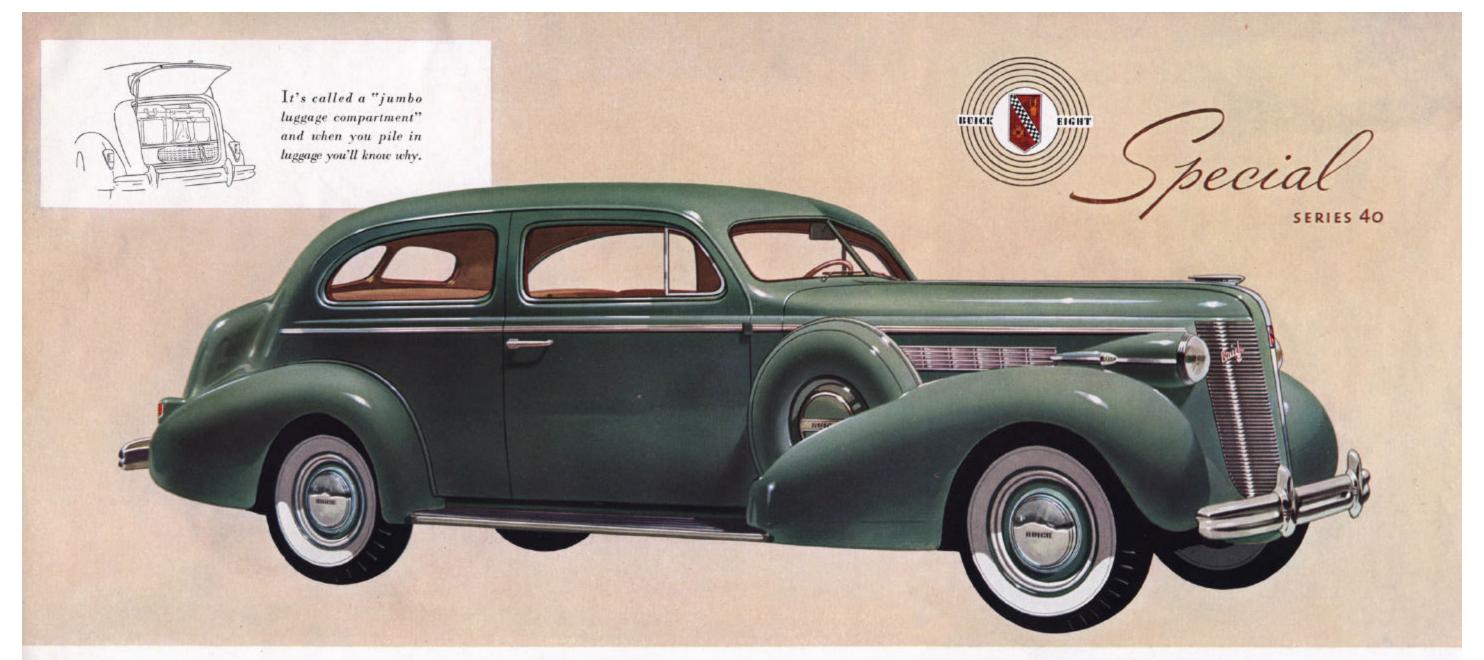
FOUR-PASSENGER SPORT COUPE (OPERA SEATS) - MODEL No. 66-S

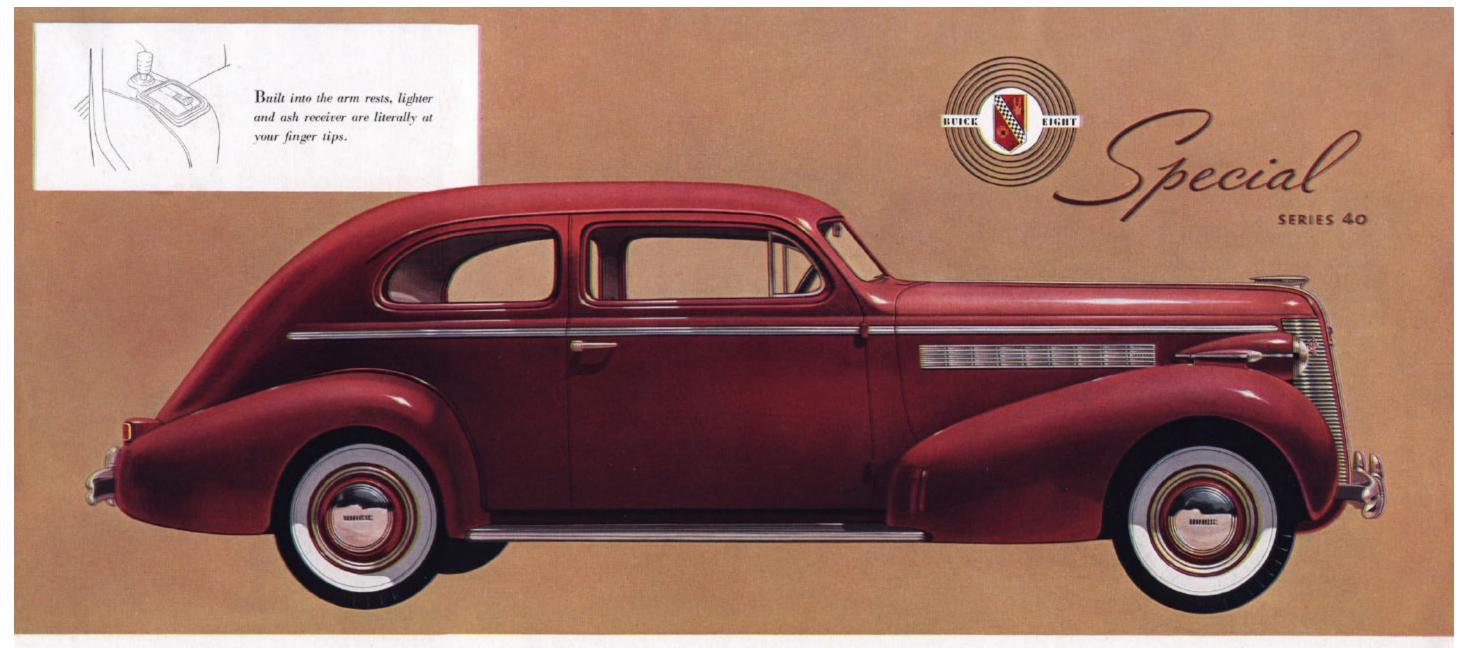




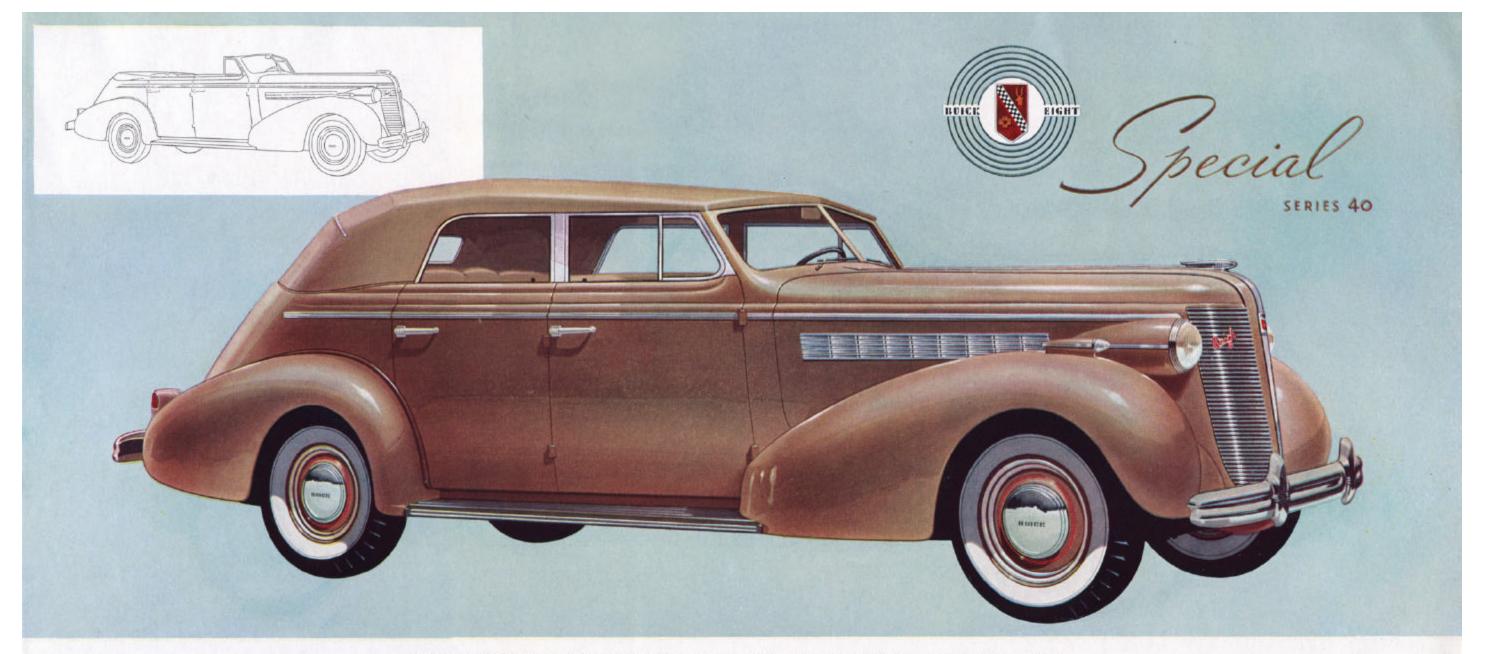
FIVE-PASSENGER FOUR-DOOR SEDAN (PLAIN BACK) - MODEL No. 47



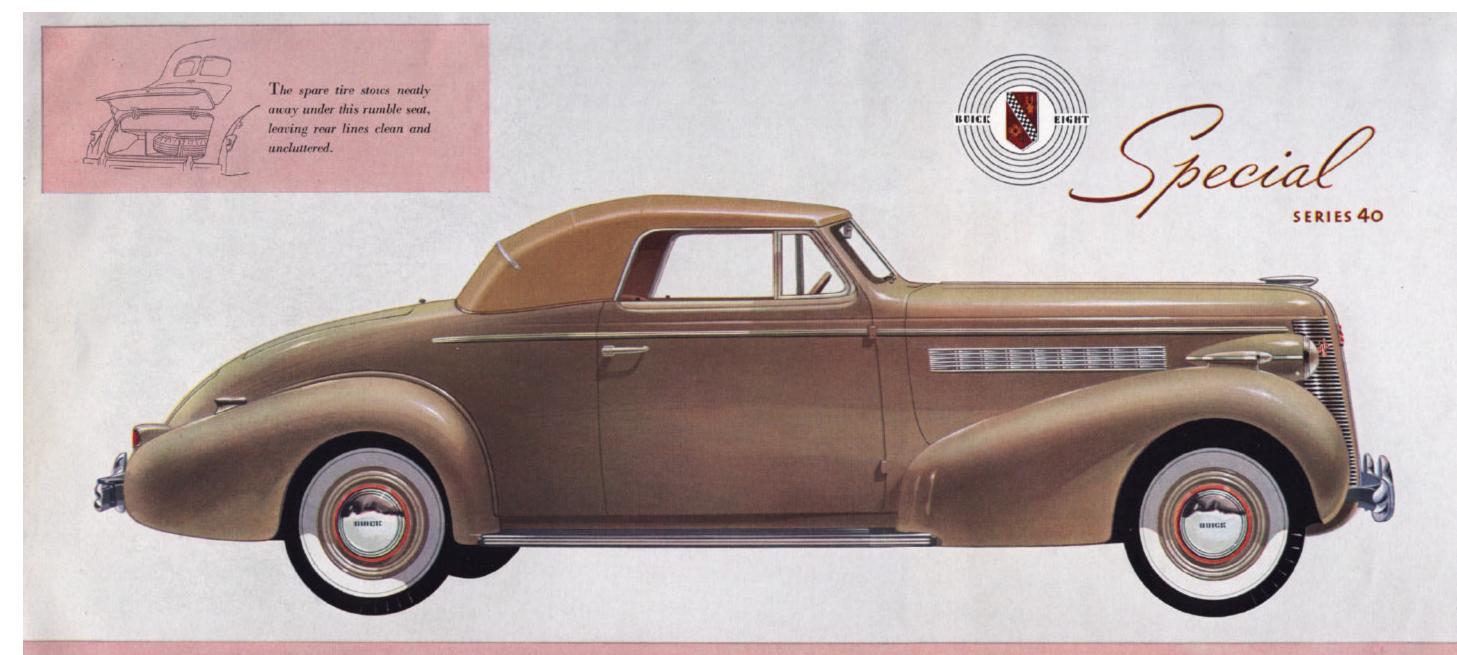


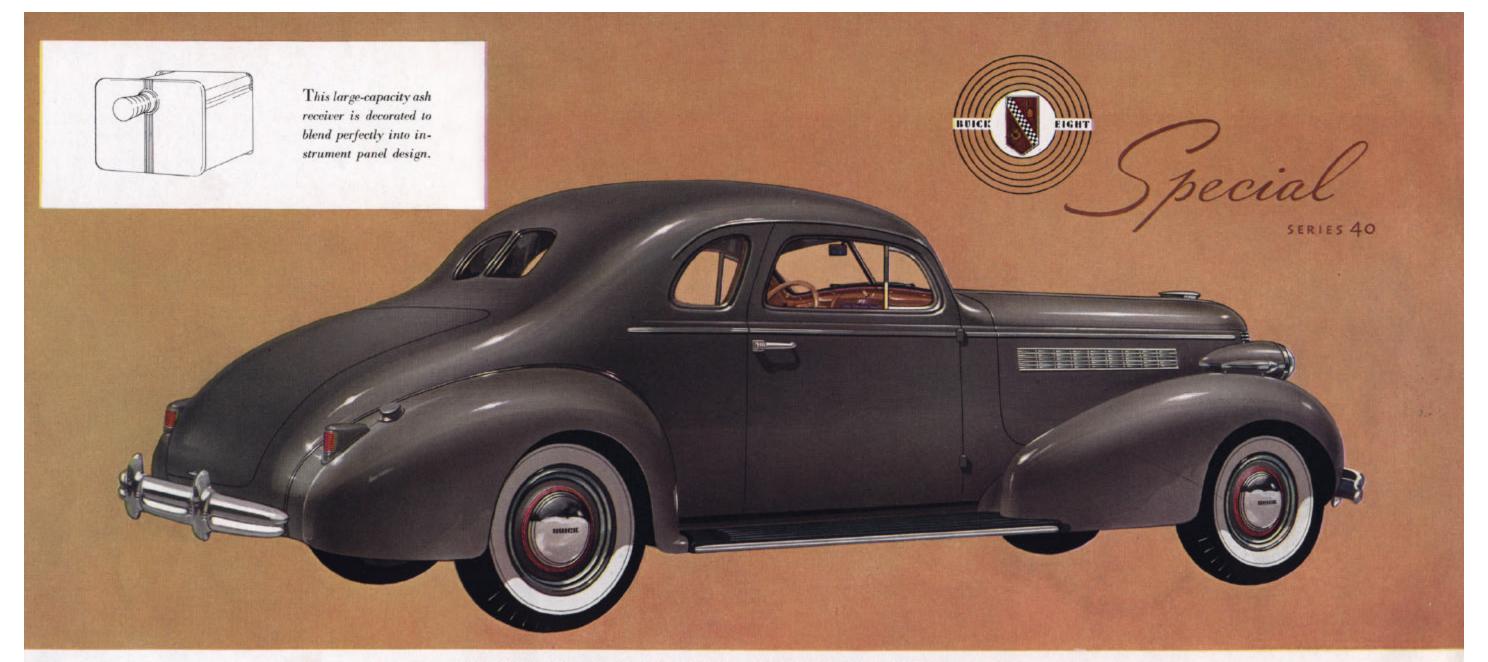






FIVE-PASSENGER CONVERTIBLE PHAETON (PLAIN BACK) - MODEL No. 40-C





STUDY IN COMFORT...



THEN we came to show an interior, we W selected the smallest four-door sedan, the Buick Special, and here it is. There's headroom, leg room, elbow room for three people in both front and rear seats. You can see for yourself the tailored smartness of those deepcushioned, luxuriously yielding seats. You may have your choice of whipcord or Mohair. There's a glimpse, too, of the level, no-tunnel floor front and rear, and a hint of the stunning new hardware. What you cannot see is the wider, higher doors which make entrance to the rear seats invitingly easy, and you cannot know, till you've tried it, how restful this whole interior can make a sun-up to sun-down drive.

* * *

AND SAFETY

HERE you see the rugged and unadorned steel-welded-to-steel construction which underlies the safety of Body by Fisher. Every Buick closed car has, of course, the protection of the solid steel Turret Top—joined in one continuous protective unit to the steel side panels, rear panels, and steel windshield posts. Buick bodies have in 1937 the same master craftsmanship in their coachwork which they have had for years.

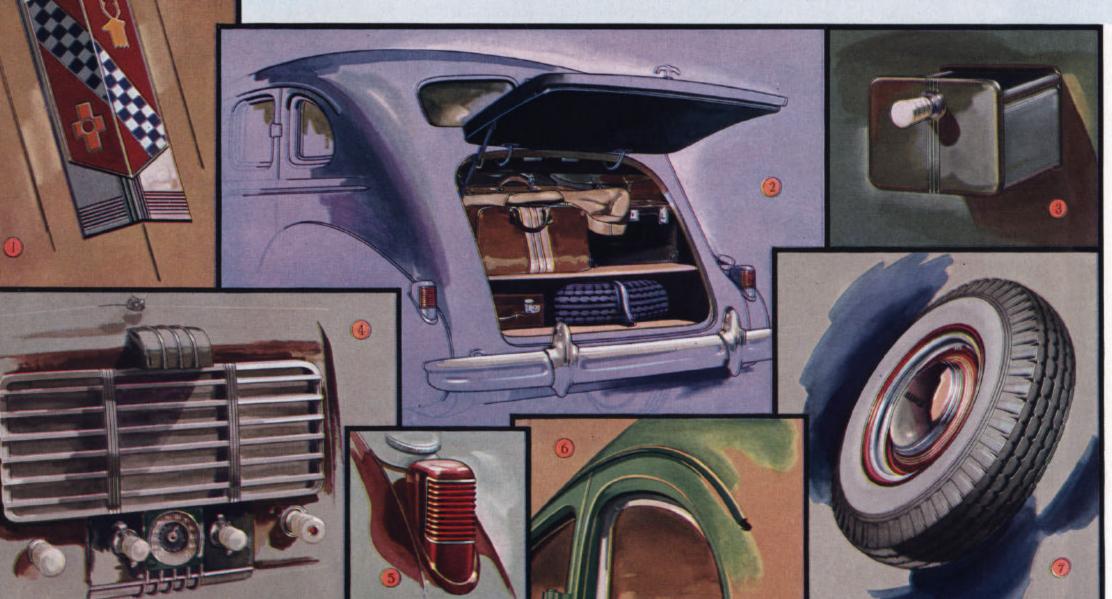
Safety glass all around is provided on all Buicks at no extra cost.



This seat rises and tilts when it moves forward, giving better vision, and easy access to control pedals.



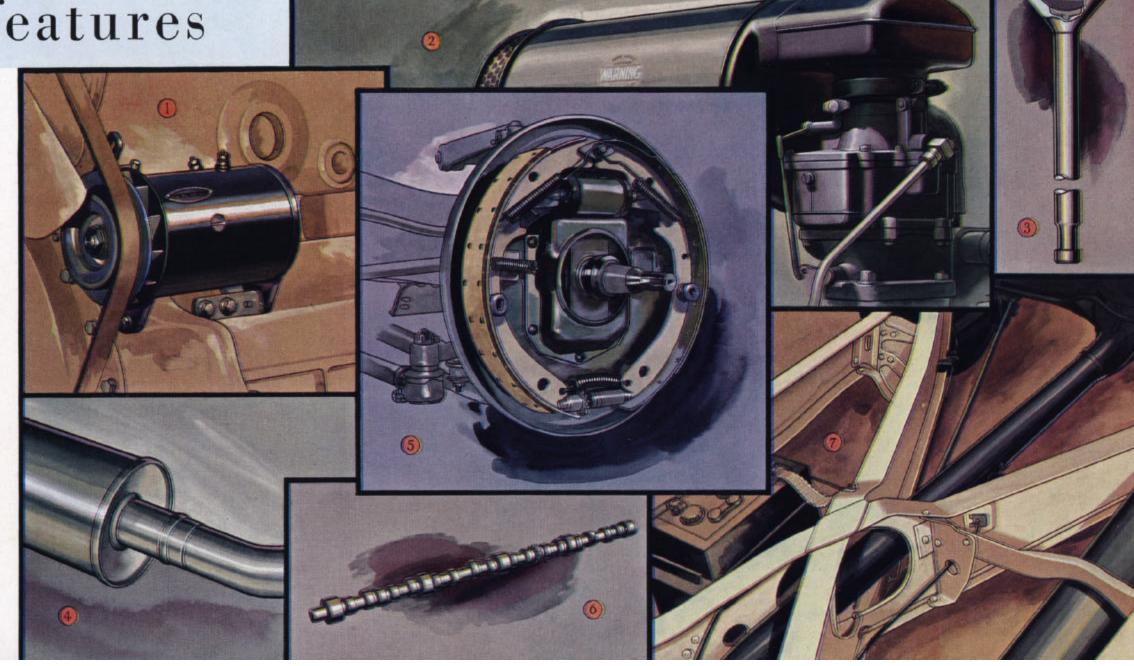
No other car in the world-has

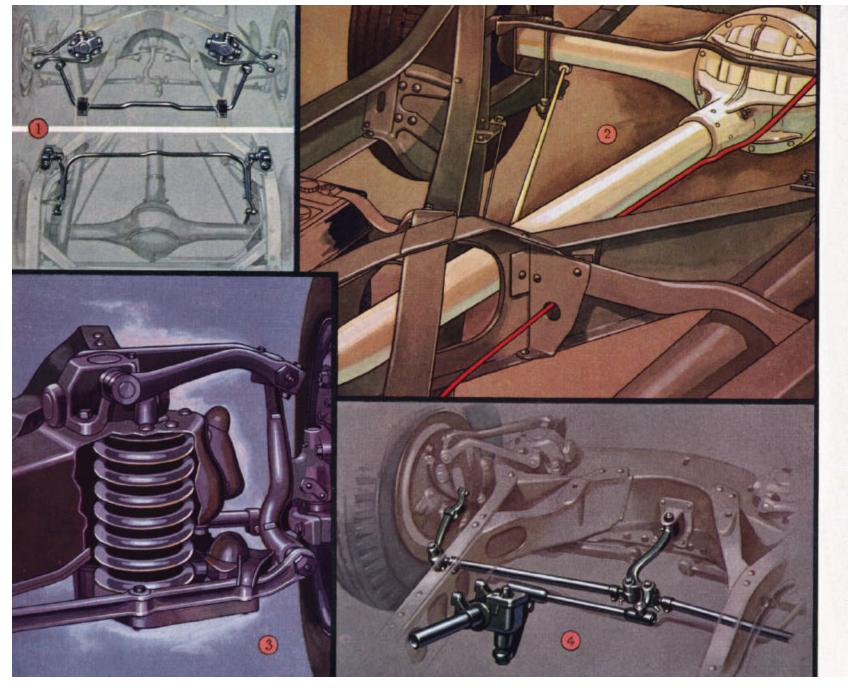


- 1 The Buick crest signifies the man for whom the car was named, and whose inventive and manufacturing capacity first put it in the forefront of the world's automobiles.
- 2 Jumbo luggage compartments offer more room for "travel gear" than motorists ever had before.
- An extra-size ash tray is a permanent feature of the instrument panel, even when a radio is installed.
- 4 This radio grille, centered on the instrument panel, makes the radio a decorative and integral part of the car.
- Tail lights repeat the motif of the radiator and flow into the fender design.
- Orip molds are channeled to catch that rain from the roof and keep it from getting pocketed above the doors.
- Teven the wheels are handsomer, solid from hub to rim.

all these features

- Heavy duty generator—supplies ample power for radios, heaters, defrosters, etc.
- 2 Aerobat carburetor—built on the same principle as carburetors used in aerial acrobatics. No stop, start or swing is swift enough to affect its even flow of fuel.
- 3 Streamline valves eliminate eddy currents, reduce fluid friction feed fuel faster to the engine.
- Wide-throat exhaust reduces back pressure—makes a cleaner-running, quieter and more powerful engine.
- 5 Tiptoe hydraulic brakes assure safe, straight-line stops under lightest pressures.
- Open description of the increased power at high speed operation.
- 7 I-beam cross member frames on the Special and Century give them the strength and rigidity of skyscraper construction.



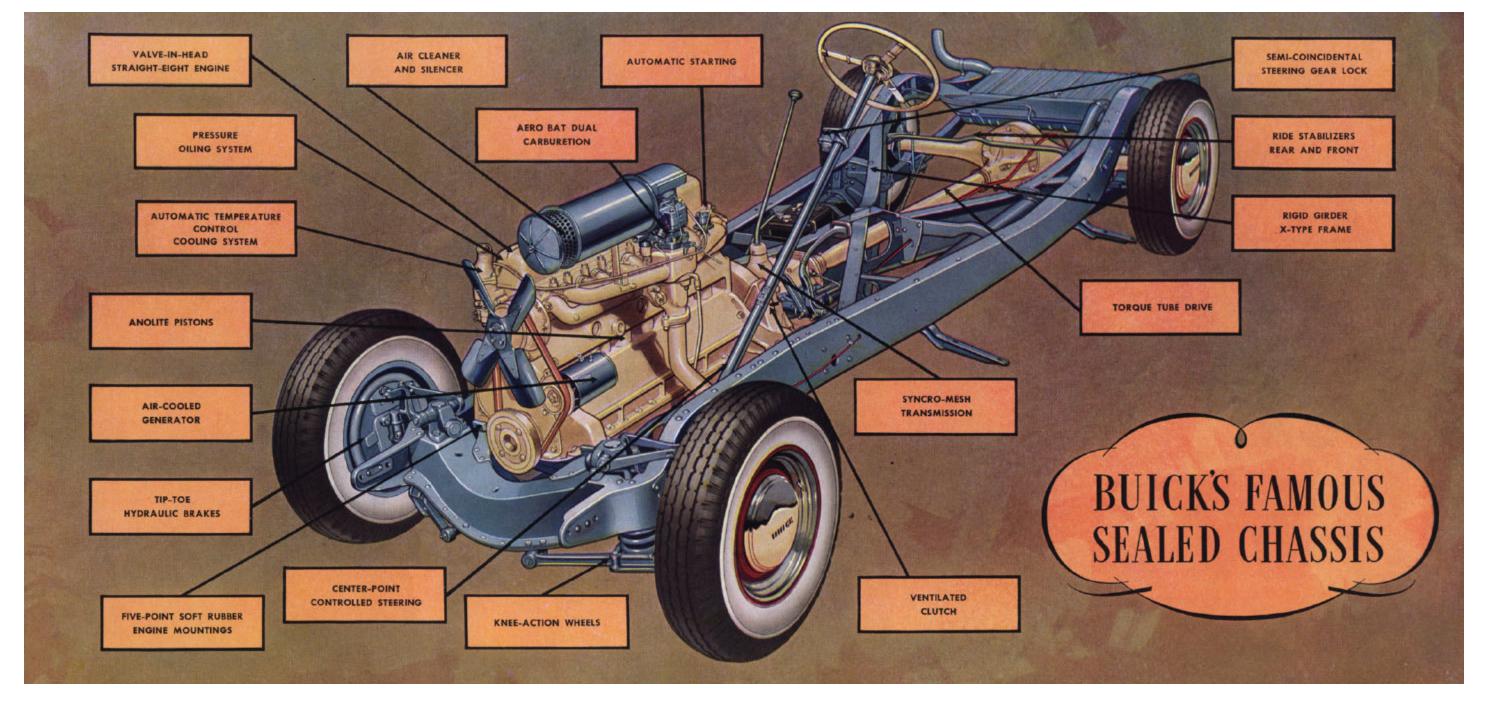


NOT EVEN BUICK...

has had such a ride and such ease of control as you get this year

Springs in a Buick have just one purpose, and that is to keep the jars of the road from reaching you in the car. Knee-Action (Picture 3) in front makes it unnecessary to "steer" through the springs. The Torque Tube (Picture 2) takes all the driving strain off the rear springs, gives linkage from the power plant to the rear wheels as firm and solid as a rod of steel. Then, to control sidesway and roll on curves, and to silence "tire squeal," the new Buicks have Stabilizers at both front and rear. And to make control complete, there are Shock Absorbers (Picture 1).

Steering also (Picture 4) is simplified. You not only have Center-Point Controlled Steering, but a new design which takes the tug and strain out of turning the wheel when the car is at the curb.



* * * SPECIFICATIONS

SERIES 40

SERIES 90

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE-Bore and Stroke 3 %" x 4 %"-Displacement 320 cubic inches-Developed Horsepower 130 at 3400 r.p.m.-Anolite Pistons-Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings-Counterweighted crankshaft with torsional balancer-Crankcase ventilator-Oil capacity, 8 quarts.

FUEL, EXHAUST AND COOLING SYSTEM-Dual Downdraft "Aerobat" Carburction with downdraft manifolding-Thermostatic Heat Control-Automatic choke-Automatic Idle Control-Fuel Pump-Intake Silencer-Air cleaner-Fuel filter-Thermostatically controlled by pass water temperature control-Centrifugal water pump -Four blade 18" fan-Water capacity, 17 quarts-Fuel tank capacity, 20 gallons.

CLUTCH AND TRANSMISSION-Single Plate 11-inch Dry clutch-All silent helical gear Syncro-Mesh transmission-All gears nickel ehromium.

REAR AXLE AND UNIVERSAL JOINT-Semi-Floating Rear Axle -Torque tube drive-Inclosed tubular balanced propeller shaft-Axle ratio 4.62 to 1-One universal joint automatically lubricated from

SUSPENSION-Knee-Action Front Suspension-Front, coil springs, silicon manganese-Rear, leaf springs, silicon manganese, semi-elliptic, underslung-Steel rear spring covers (Factory equipped at extra cost)-Threaded spring shackles,

STABILIZER-Dual stabilization-front and rear.

FRAME-Rigid Girder Type, Double Drop X type Frame-Section 9 x 234 x 34".

STEERING-Center-Point Steering-Worm and Double Roller Steering Gear.

SHOCK ABSORBERS-Front, Delco Double Acting with Inertia Control-Rear, Delco Double Acting.

BRAKES-Four Wheel Hydraulic Brakes-One-piece cast iron brake drums-Size 14 x 2 inches-Mechanical emergency and parking brake.

ELECTRICAL SYSTEM-Delco, 2 unit 6-8 volt-Octane Selector-Solenoid Starter, Hand Throttle or Accelerator Control-Multibeam headlights with foot dimmer switch and selector switch on Dash-Delco 15 High Plate Battery-"High Output" generator with Voltage

WHEELS AND TIRES-Demountable Steel Disc Wheels-Tire size. 16 x 7.50, 6 ply-Drop center rims.

WHEELBASE-138 inches.

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE-Bore and Stroke 3 fa" x 4 fa"-Displacement 320 cubic inches-Developed Horsepower 130 at 3400 r.p.m.-Anolite Pistons-Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings-Counterweighted crankshaft with torsional balancer-Crankcase ventilator-Oil capacity, 8 quarts.

FUEL, EXHAUST AND COOLING SYSTEM-Dual Downdraft "Aerobat" Carburetion with downdraft manifolding-Thermostatic Heat Control-Automatic choke-Automatic Idle Control-Fuel Pump-Intake Silencer-Air cleaner-Fuel filter-Thermostatically controlled by pass water temperature control - Centrifugal water pump -Four blade 18" fan-Water capacity, 17 quarts-Fuel Tank capacity, 20 gallons.

CLUTCH AND TRANSMISSION-Single Plate 11-inch Dry clutch-All silent helical gear Syncro-Mesh transmission-All gears nickel chromium.

REAR AXLE AND UNIVERSAL JOINT-Semi-floating Rear Axle-Torque tube drive-Inclosed tubular balanced propeller shaft-Axle ratio 4.22 to 1-One universal joint automatically lubricated from

SUSPENSION-Knee-Action Front Suspension-Front, coil springs, silicon manganese-Rear, leaf springs, silicon manganese, semi-elliptic, underslung-Steel rear spring covers (Factory equipped at extra cost)-Threaded spring shackles.

STABILIZER-Dual stabilization-front and rear.

FRAME-Rigid Girder Type, Double Drop X type Frame-Section 754x234x34".

STEERING-Center-Point Steering-Worm and Double Roller Steering Gear.

SHOCK ABSORBERS-Front, Delco Double Acting with Inertia Control-Rear, Delco Double Acting.

BRAKES-Four Wheel Hydraulic Brakes-One-piece cast iron brake drums-Size 12 x 2 inches-Mechanical emergency and parking brake,

ELECTRICAL SYSTEM-Delco-Remy, 2 unit 6-8 volt-Octane Selector-Solenoid Starter, Hand Throttle or Accelerator Control-Multibeam headlights with foot dimmer switch and selector switch on Dash-Deleo 15 High Plate Battery-"High Output" generator with voltage Regulator.

WHEELS AND TIRES-Demountable Steel Disc Wheels-Tire size, 16 x 7.00-Drop center rims.

WHEELBASE-131 inches,

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE-Bore and Stroke 3 2 x 4 2 - Displacement 320 cubic inches-Developed Horsepower 130 at 3400 r.p.m.—Anolite Pistons—Full Pressure Lubrieation to main, connecting rod, camshaft and rocker arm bearings-Counterweighted erankshaft with torsional balancer-Crankease ventilator-Oil capacity, 8 quarts.

FUEL, EXHAUST AND COOLING SYSTEM-Dual Downdraft "Aerobat" Carburetion with downdraft manifolding-Thermostatic Heat Control-Automatic choke-Automatic Idle Control-Fuel Pump-Intake Silencer-Air cleaner-Fuel filter-Thermostatically controlled by-pass water temperature control-Centrifugal water pump -Four blade 18" fan-Water capacity, 17 quarts-Fuel Tank capacity, 18 gallons,

CLUTCH AND TRANSMISSION-Single Plate 11-inch Dry clutch -All silent helical gear Syncro-Mesh transmission-All gears nickel

REAR AXLE AND UNIVERSAL JOINT-Semi-floating Rear Axle with Hypoid Gears-Torque tube drive-Inclosed tubular balanced propeller shaft-Axle ratio 3.9 to 1-One universal joint automatically Inbricated from transmission.

SUSPENSION-Knee-Action Front Suspension-Front, coil springs. silicon manganese - Rear, leaf springs, silicon manganese, semi-elliptic, underslung-Steel rear spring covers (Factory equipped at extra cost) -Threaded spring shackles.

STABILIZER-Dual Stabilization-front and rear.

FRAME-Rigid Girder Type; Double Drop X type Frame-Section 63/4x23/4x1/4". (I Beam X Member.)

STEERING-Center-Point Steering-Worm and Double Roller Steering Gear.

SHOCK ABSORBERS-Front and Rear, Delco Double Acting,

BRAKES-Four Wheel Hydraulic Brakes-Centrifuse brake drums-Size 12 x 2 inches-Mechanical emergency and parking brake.

ELECTRICAL SYSTEM-Delco-Remy, 2 unit 6-8 volt-Octane Selector-Solenoid Starter, Hand Throttle or Accelerator Control-Multibeam headlights with foot dimmer switch and selector switch on Dash-Delco 15 High Plate Battery-"High Output" Generator with Voltage Regulator.

WHEELS AND TIRES-Demountable Steel Disc Wheels-Tire size, 15 x 7.00-Drop center rims.

WHEELBASE-126 inches.

BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINE-Bore and Stroke 3 1/2" x 4 1/2"-Displacement 248 cubic inches-Developed Horsepower 100 at 3200 r.p.m.-Anolite Pistons-Full Pressure Lubrieation to main, connecting rod, camshaft and rocker arm bearings-Counterweighted Crankshaft with Torsional Balancer-Crankcase ventilator-Oil capacity, 6 quarts,

FUEL, EXHAUST AND COOLING SYSTEMS-Dual Downdraft "Aerobat" Carburction with downdraft manifolding-Thermostatic Heat Control-Automatic choke-Automatic Idle Control-Fuel Pump-Intake Silencer-Air cleaner-Fuel filter-Thermostatically controlled by-pass water temperature control-Centrifugal water pump -Four blade 16" fan-Water capacity, 13 quarts-Fuel Tank capacity, 18 gallons,

CLUTCH AND TRANSMISSION-Single Plate 10-inch Dry clutch -All silent helical gear Syncro-Mesh transmission-All gears nickel ehromium.

REAR AXLE AND UNIVERSAL JOINT-Semi-floating Rear Axle with Hypoid Gears-Torque tube drive-Inclosed tubular balanced propeller shaft—Axle ratio 4,40 to 1—One universal joint automatically lubricated from transmission.

SUSPENSION-Knee-Action Front Suspension-Front, coil springs, silicon manganese-Rear, semi-elliptic silicon manganese leaf springs, underslung-Steel rear spring covers (Factory equipped at extra cost)-Threaded spring shackles,

STABILIZER-Dual Stabilization-front and rear.

FRAME-Rigid Girder Type, Double Drop X type Frame-Section 63%x23%x3%". (I Beam X Member.)

STEERING-Center-Point Steering-Worm and Double Roller Steering Gear.

SHOCK ABSORBERS-Front and rear, Delco Double Acting.

BRAKES-Four Wheel Hydraulic Brakes-Centrifuse brake drums-Size 12x1 1/4 inches - Mechanical emergency and parking brake.

ELECTRICAL SYSTEM-Deleo-Remy 2 unit 6-8 volt-Octane Selector-Solenoid Starter, Hand Throttle or Accelerator Control-Multibeam headlights with foot dimmer switch and selector switch on Dash-Delco 13 High Plate Battery. "High Output" Generator with Voltage Regulator.

WHEELS AND TIRES-Demountable Steel Disc Wheels-Tire size, 16 x 6.50-Drop center rims.

WHEELBASE-122 inches.

Let's figure how little it takes to own a Buick

Suppose we think of this in terms of your income. You'll find that a few extra dollars a month will put a new Buick in your garage, beyond what you'd pay for a smaller, less desirable car.

Let's see how simply the General Motors Acceptance Plan works out.

You take the difference between the trade-in value of your present car and the price of a new Buick, plus insurance. Call that the "unpaid balance."

You multiply this by 6%, which is *not interest*, but the total financing cost. No so-called "service" or "carrying charges" added. No extras of any kind.

Put this 6% and the unpaid balance together and divide by 12. That's the total cost per month. Or, if you prefer, you can take a longer or shorter period, figured in proportion.

Remember, you're getting insurance—including protection against loss by fire, theft and accidental physical damage to your car, including collision. You receive an insurance policy.

Over eleven million people have purchased cars out of income under the fair and courteous provisions of the General Motors Acceptance Corporation plan. This plan is offered only by dealers in General Motors Products.

Any Buick dealer can give you further information.



3,000 authorized Buick service stations throughout the United States and Canada display this blue-and-white sign. Wherever you live or wherever you travel, there



is sure to be an authorized Buick service station near you to offer you the skill and experience of expert mechanics thoroughly familiar with everything that has to do with Buick's operation and construction . . . a complete stock of genuine Buick parts . . . prompt and courteous attention to your requirements. You will find authorized

Buick service very economical, too.

Also, every 1937 Buick buyer receives an Owner Service Policy when the car is purchased. Be sure to read the Owner Service Policy and become familiar with all its advantages.

