

INTRODUCTION TO A BEAUTY



It started with the "catwalk-cooling" on the costly, built-to-order racing cars of Europe.



Buick engineers were shooting at better aerodynamics, not new styling—but what they touched off will repattern cars everywhere before it's through.

What it means in fresh loveliness of line and form you will quickly see on the pages that follow.

What matters more is that Buick is not merely the beauty in appearance, but in every aspect of fine car performance!

So let your eyes take it in—all the lithe grace and sweep of it. See the lean chaste purity of its pattern, the look of action singing out of every line.

But spot the meaning behind these vital changes!

Not only the smart styling in the placing of radiator grilles—but the eminent good sense in placing them where air-pressure's greatest!

Not only the light and airy look of its deeper-windowed upper-structure—but the vastly bettered visibility that this extra glass provides!

Not alone the sure and solid "set" of this car, but the stable roadability of its Bai-coil cushioned wheels—not alone the fleetness in its line but the stirring action at your command in its great, eight-cylindered Dynaflex engine!

Go deeper, if you please!

Look into the Buick-beauty underneath all this, in the good true metals, the split-hair precision, the tough alloys.



Look into the prideful craftsmanship that's lavished on every part and step of construction; this Buick's built solidly on the firm-rooted faith of craftsmen in the car they build—and their stout insistence that only the best work is good enough for Buick!

Of new features to be found in the 1939 Buick—of its spaciousness and comfort and convenience and good taste—the following pages will tell you plenty.

But for the firm, taut feel of it under your hand—for its keen and eager willingness under your treadle-foot's suggestion—for its tuned and poised staunchness in face of the toughest jobs—you must go deeper than the printed page.

You must take this great car out on the road, and there let it tell for itself why, on every count, Buick's the beauty of the 1939 season!

SPACIOUSNESS WITH SPIRIT!

It is not quite enough to say that the Buick Limited and the Buick Roadmaster are built for people whose need is for a big car. They are built for those who want spaciousness—and spirited performance as well!

The size of these cars is illustrated by their wheelbase—140 inches for the Limited, 133 inches for the Roadmaster. Roadweight and interior roominess correspond with these basic dimensions.

Yet the Roadmaster accelerates from 10 to 60 miles per hour in eighteen seconds flat, the Limited in three-tenths of a second more. Each will top an 11% hill at better than forty from a ten-mile start.

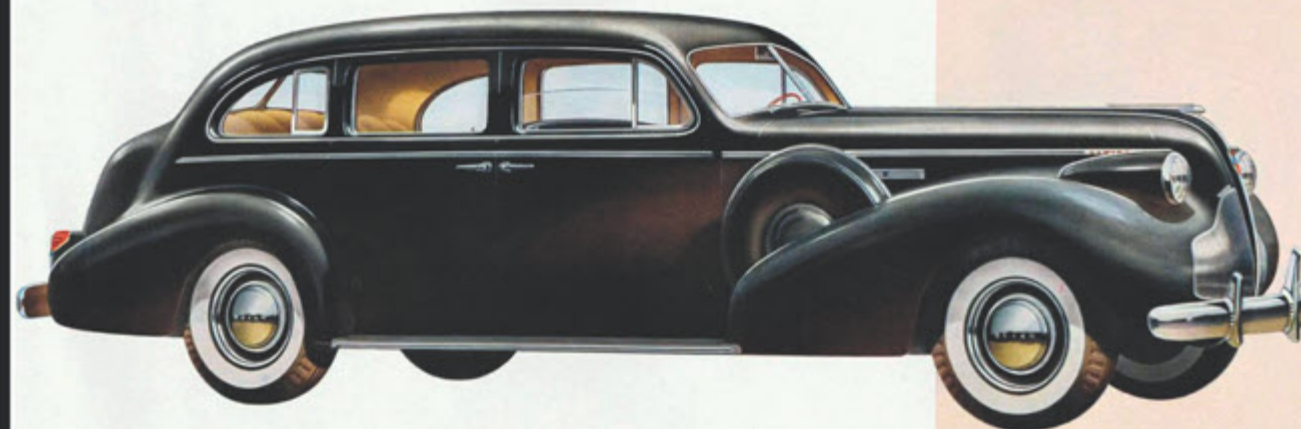
Even such statistics fail to prepare you fully for what you experience when you drive the car itself. Steering is unbelievably light. Parking presents no problem. The densest traffic is mastered with amazing ease.

And with such brilliance of performance—a brilliance which has created a definite place for Buick in the large car field—goes luxury of appointment and fitting difficult to duplicate within hundreds of dollars of the price.

The Limited

MODEL 90-L

An eight-passenger limousine with trunk back, equipped with speaking phone to driver. The glass partition behind chauffeur's seat is adjustable.



WHEELBASE, 140 INCHES • ENGINE, 141 HORSEPOWER DYNAFLEX VALVE-IN-HEAD STRAIGHT-EIGHT

This typical sedan interior illustrates the roomy spaciousness of these great Buicks and the smartness of their interior trim. A wide choice of upholstery materials enables you to express your individual taste to perfection. Materials available include fine quality Bedford Cord and Broadcloth. Leather in varying combinations is available on the Roadmaster convertible phaetons.

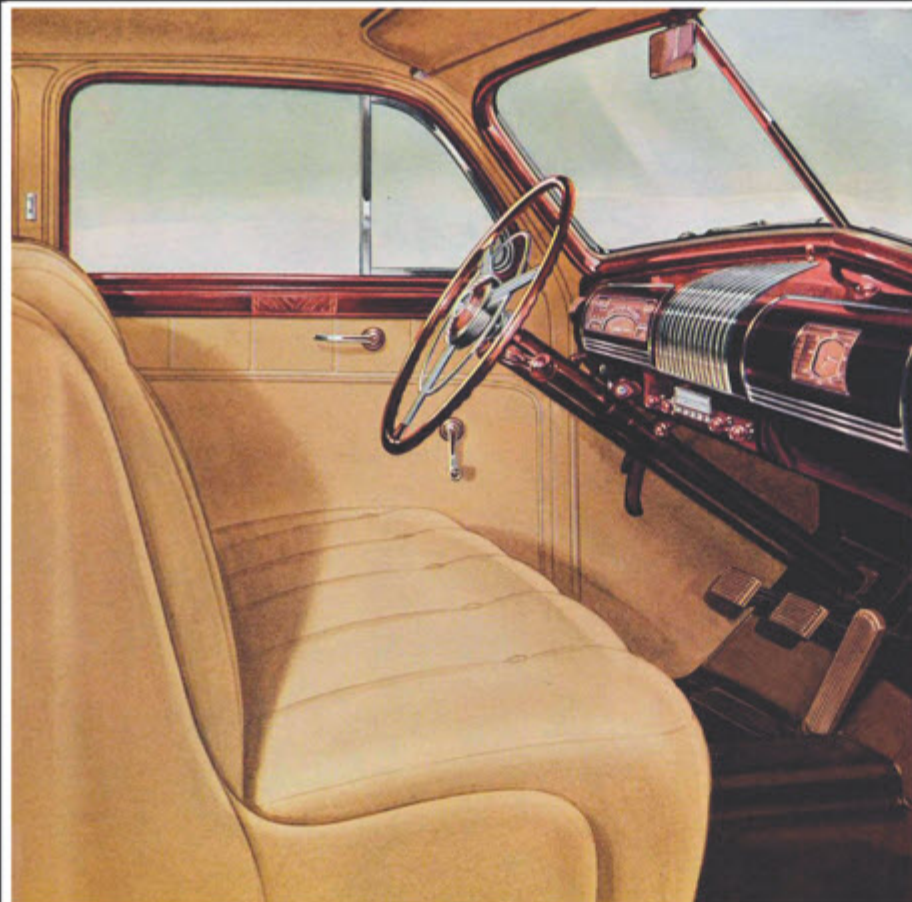


One rear arm-rest carries an ash receptacle and lighter—the other this convenient vanity and notebook.



A broad center arm-rest drops down from the rear seat-back in sedan models. Eight inches wide, this arm-rest provides ample elbow-room for two at the same time.





Rear doors in sedan models carry a capacious pocket, attractively shirred. An ideal place for carrying road maps, magazines, and small parcels.



All Limited and Roadmaster models have spacious built-in luggage compartments, with capacities up to 26 cubic feet. These compartments are automatically lighted when the trunk lid is raised.

The Limited

MODEL 90

A spacious eight-passenger four-door touring sedan with trunk back. Extra seats, illustrated in the sketch, fold flush with floor and front-seat back when not in use.



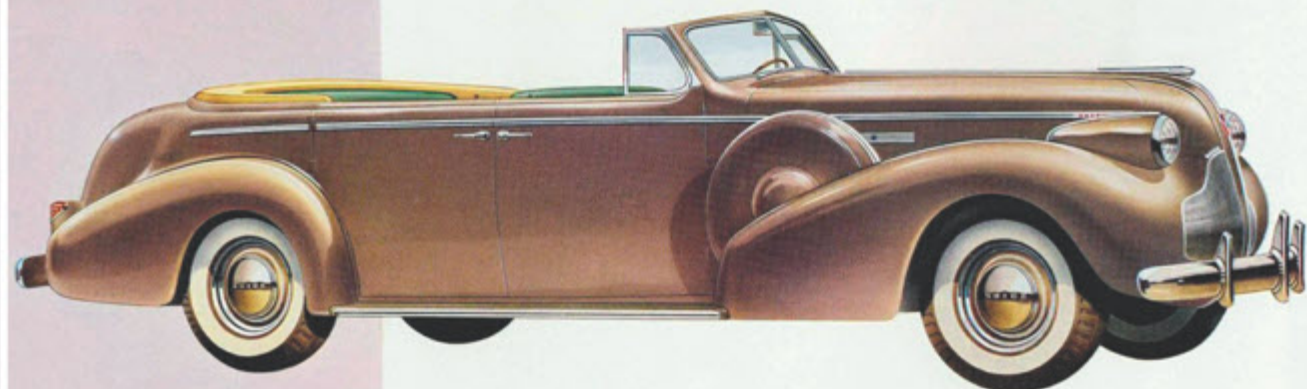
WHEELBASE: 110 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



The Roadmaster

MODEL 81-C

This six-passenger four-door sport phaeton has a trunk back. The sketch shows the trim appearance of the car with the top up.



WHEELBASE: 132 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT

The Limited

MODEL 91

A six-passenger four-door touring sedan with trunk back. A roomy compartment is built into the back of the front seat as illustrated in the sketch.

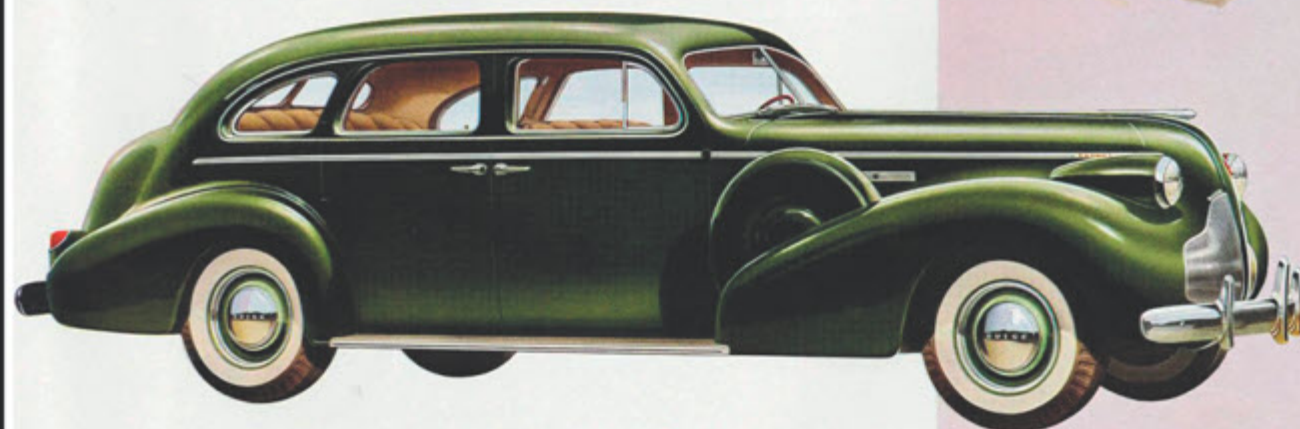


WHEELBASE: 110 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT

The Roadmaster

MODEL 81

A six-passenger four-door touring sedan with trunk back. The sketch illustrates the tasteful interior trim and the broad arm-rest provided at each side.



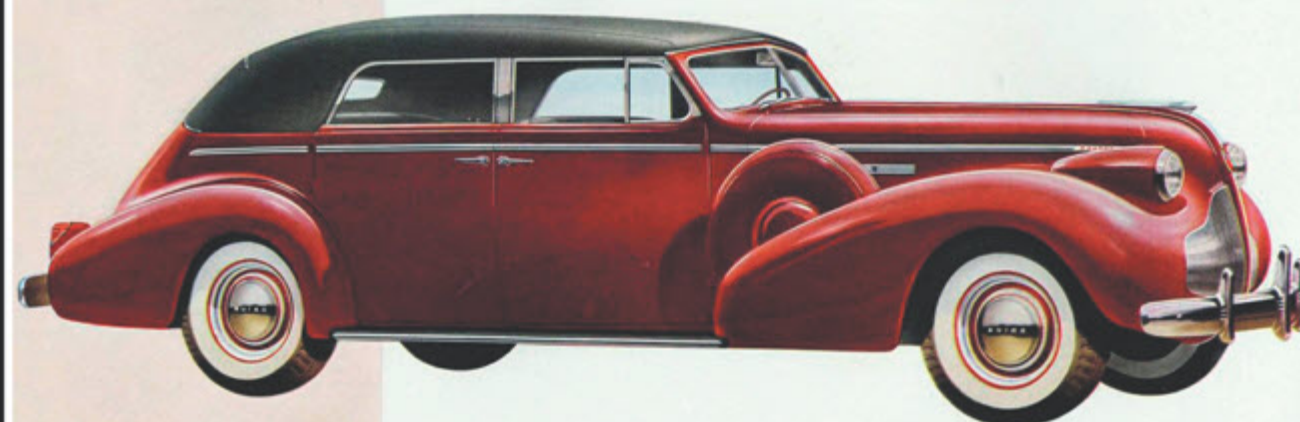
WHEELBASE: 133 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



The Roadmaster

MODEL 80-C

This six-passenger convertible stream-line sport phaeton is available on special order only. The top folds down neatly as shown in the sketch.

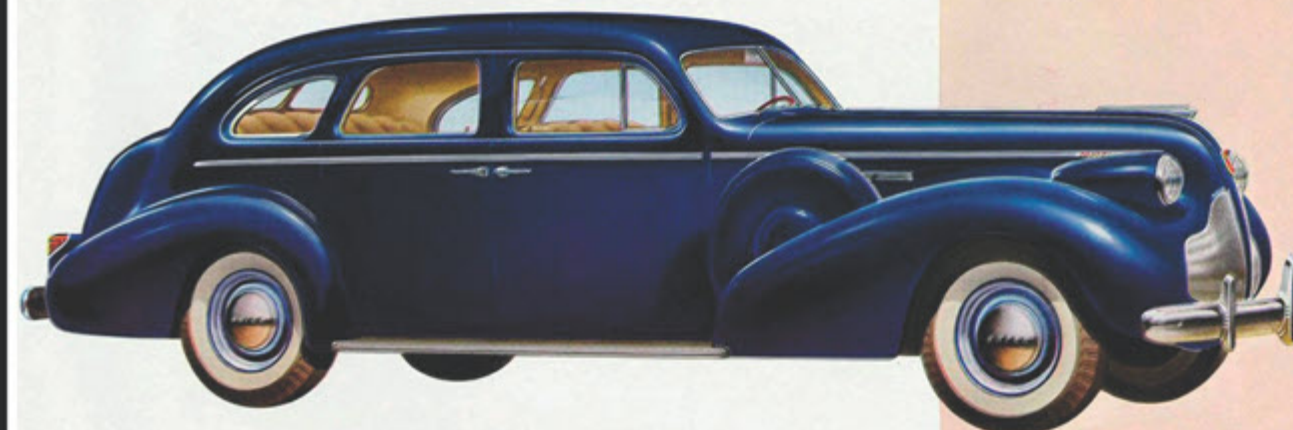


WHEELBASE: 133 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT

The Roadmaster

MODEL 81-F

This six-passenger four-door formal sedan has adjustable glass partition in the back of the front seat which may be raised to shut off driver's compartment.



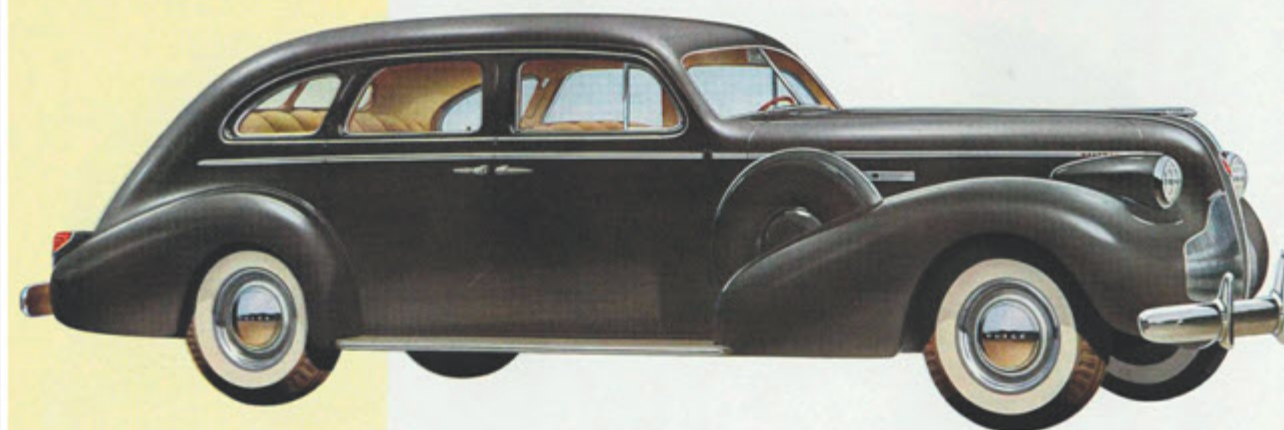
WHEELBASE: 133 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



The Roadmaster

MODEL 87

This six-passenger four-door sedan with plain back is available on special order only. Lighted luggage compartment has ample capacity as shown in the sketch.



WHEELBASE: 133 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT



GOOD COMPANIONS

Only one quality comes down the Buick assembly line, hence any distinction drawn between series is purely a distinction of size, capacity, and fitness to your need. Liveliest of all the Buicks is the Century, smaller than the Roadmaster and Limited, but powered with the same, mighty 141-horsepower Dynafash Valve-in-Head Straight-Eight Engine.

It can flash you from ten to sixty in a trifle more than sixteen flashing seconds. Its top speed is far in excess of anything you will ever need.

And for that very reason it travels tirelessly, smoothly, easily. Its capacity is so great it has always something in reserve.

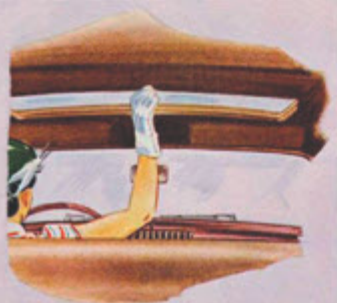
Similar in dimensions is the Buick Special. Its wheelbase is shorter and its Dynafash engine develops a maximum of 107 horsepower.

And it, too, is mightily able at speed or on hills. No driver will ever have normal occasion to strain it to its utmost.

Wherever either of these great cars goes, the thrill of swift and easy travel goes as well.

They're "life of the party" when the program calls for a frolic—they're steady, stable, reliable companions when the business in hand is the serious business of getting there unflinching.

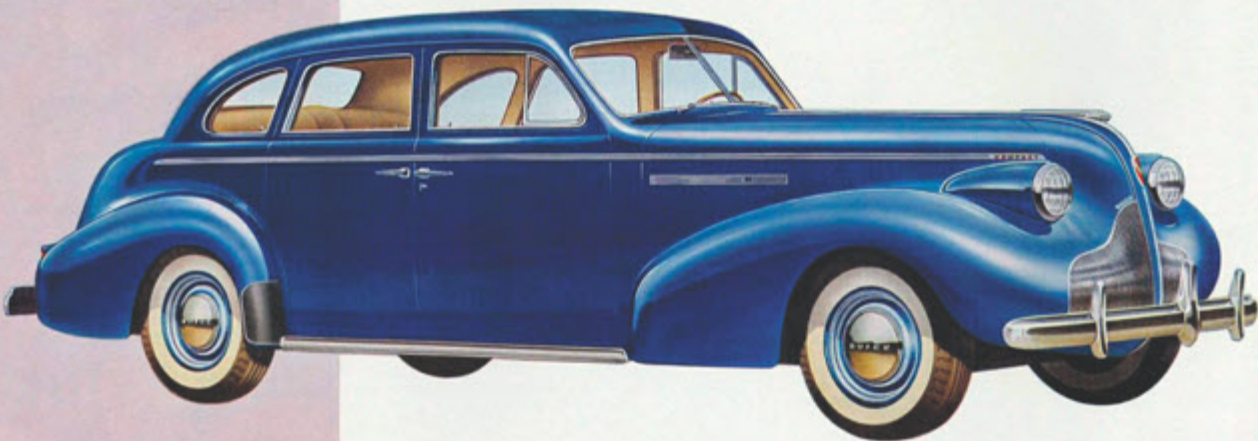
For both of these cars are true-blue Buicks, to be bought confidently, owned proudly, driven with deeply satisfying pleasure.



The Century

MODEL 61

A five-passenger four-door sedan with trunk back. Available with drip-proof, rain-proof sliding "Sunshine Turret Top" at extra cost.

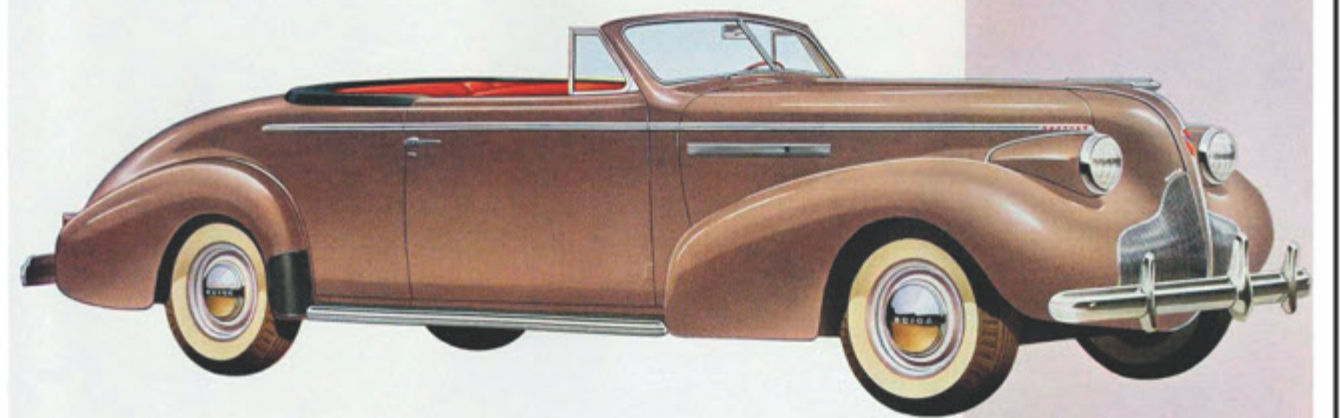


WHEELBASE: 126 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS (SHOWN) OR RUNNING BOARDS

The Century

MODEL 66-C

With two opera seats behind the driver's seat, this convertible coupe carries four passengers, all fully protected against the weather.



WHEELBASE: 126 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS (SHOWN) OR RUNNING BOARDS



The Century

MODEL 66-S

A four-passenger sport coupe with folding opera seats. Note the hardware, richly decorated with inlaid plastic.

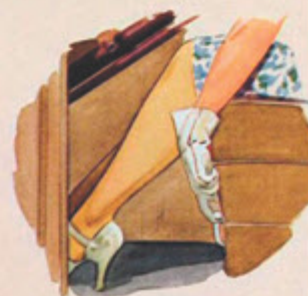


WHEELBASE: 126 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS OR RUNNING BOARDS (SHOWN)

The Century

MODEL 61-C

A five-passenger four-door sport phaeton with trunk back. Notice the convenient new location of front seat adjustment control on all models.



WHEELBASE: 126 INCHES • ENGINE: 141 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS (SHOWN) OR RUNNING BOARDS



This four-door sedan interior is representative of the tasteful finish of all Century models. Hardware is smartly designed with colorful plastic inlays. Sedans and coupes are upholstered in taupe novelty cloth. Convertible models are upholstered in tan Bedford cloth, leather or combined cloth and leather at no extra cost.

A special radio, providing touch tuning for five of your favorite stations, has been designed for the 1939 Buick. Offered as an accessory, it is available on all models. Note that the rear floor is virtually "tunnel free."

The Special

MODEL 41

A five-passenger four-door touring sedan with trunk back. Sliding "Sunshine Turret Top" as illustrated in sketch, is available at extra cost.



WHEELBASE: 126 INCHES • ENGINE: 142 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS (SHOWN) OR RUNNING BOARDS



The Special

MODEL 46

This two-passenger business coupe is specially designed for commercial use. The sketch shows the specially designed fender lamp available on all models as an accessory.

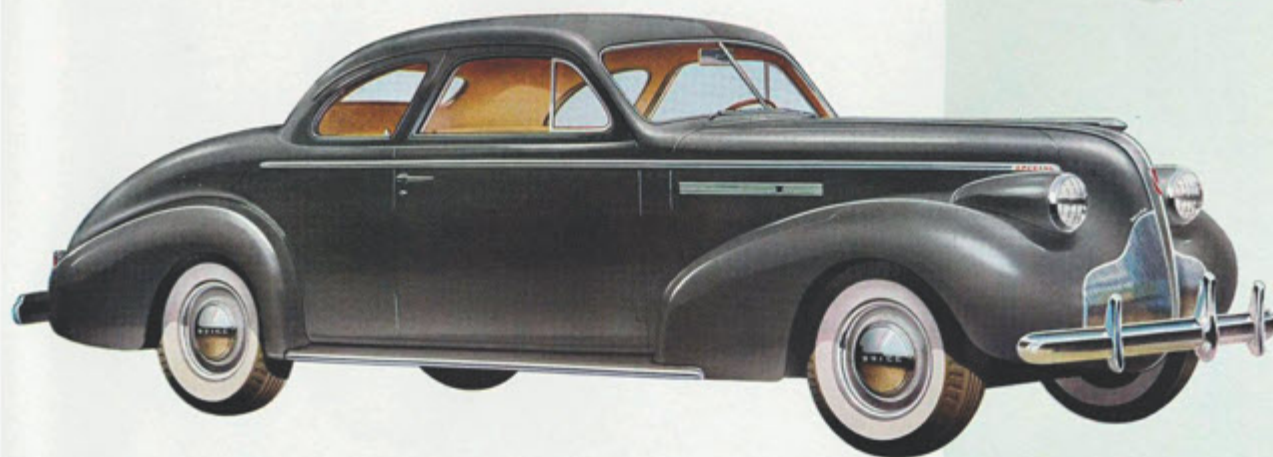


WHEELBASE: 126 INCHES • ENGINE: 147 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS OR RUNNING BOARDS (SHOWN)

The Special

MODEL 46-S

This sport coupe for four has folding opera seats behind the driver's seat. Their arrangement is illustrated in the sketch.



WHEELBASE: 126 INCHES • ENGINE: 107 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS OR RUNNING BOARDS (SHOWN)

The Special

MODEL 46-C

In this trim convertible coupe, folding opera seats under the top provide protection against the weather for two extra passengers.



WHEELBASE: 126 INCHES • ENGINE: 107 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS (SHOWN) OR RUNNING BOARDS

The Special

MODEL 41-C

This convertible four-door sport phaeton with trunk back carries five people in comfort. The Flash-Way direction signal lamp (lighted for left turn in sketch) is standard equipment.

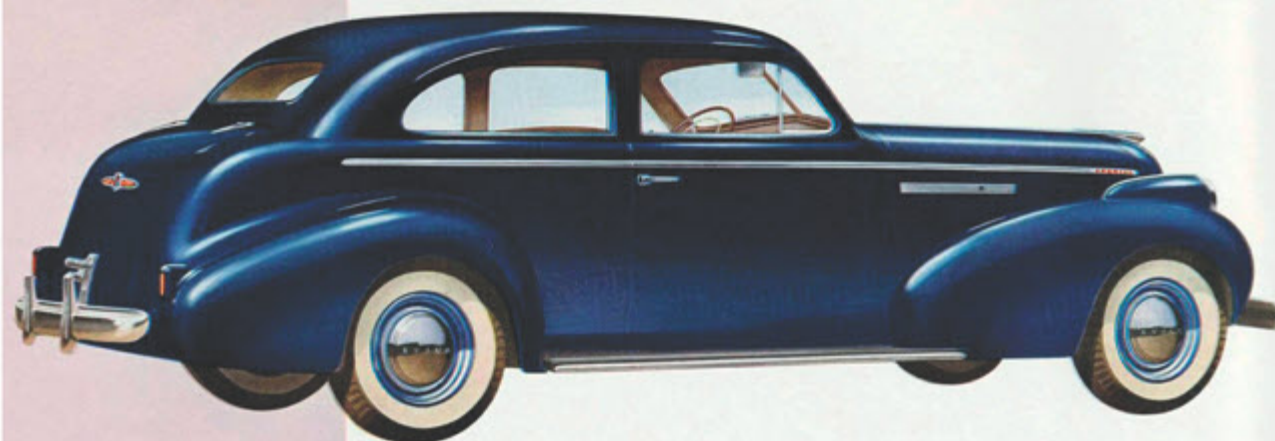


WHEELBASE: 128 INCHES • ENGINE: 107 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS (SHOWN) OR RUNNING BOARDS

The Special

MODEL 48

A five-passenger two-door sedan with trunk back. The sketch shows the ample entrance room to the rear seat. This model is also available with "Sunshine Turret Top" at slight extra cost.



WHEELBASE: 126 INCHES • ENGINE: 107 HORSEPOWER DYNAFLASH VALVE-IN-HEAD STRAIGHT-EIGHT • CHOICE OF STREAMBOARDS OR RUNNING BOARDS (SHOWN)



Comfort and good taste are the keynotes of all Buick Special interiors. Upholstery material is Bedford cord or mohair. Rear floors are virtually "tunnel free." Convertible models may be ordered in leather or a combina-

tion of cloth and leather at no extra cost. Window and ventipane controls project only slightly, yet are designed for sure grip and easy operation. The rich-colored plastic knobs harmonize beautifully with interior trim.

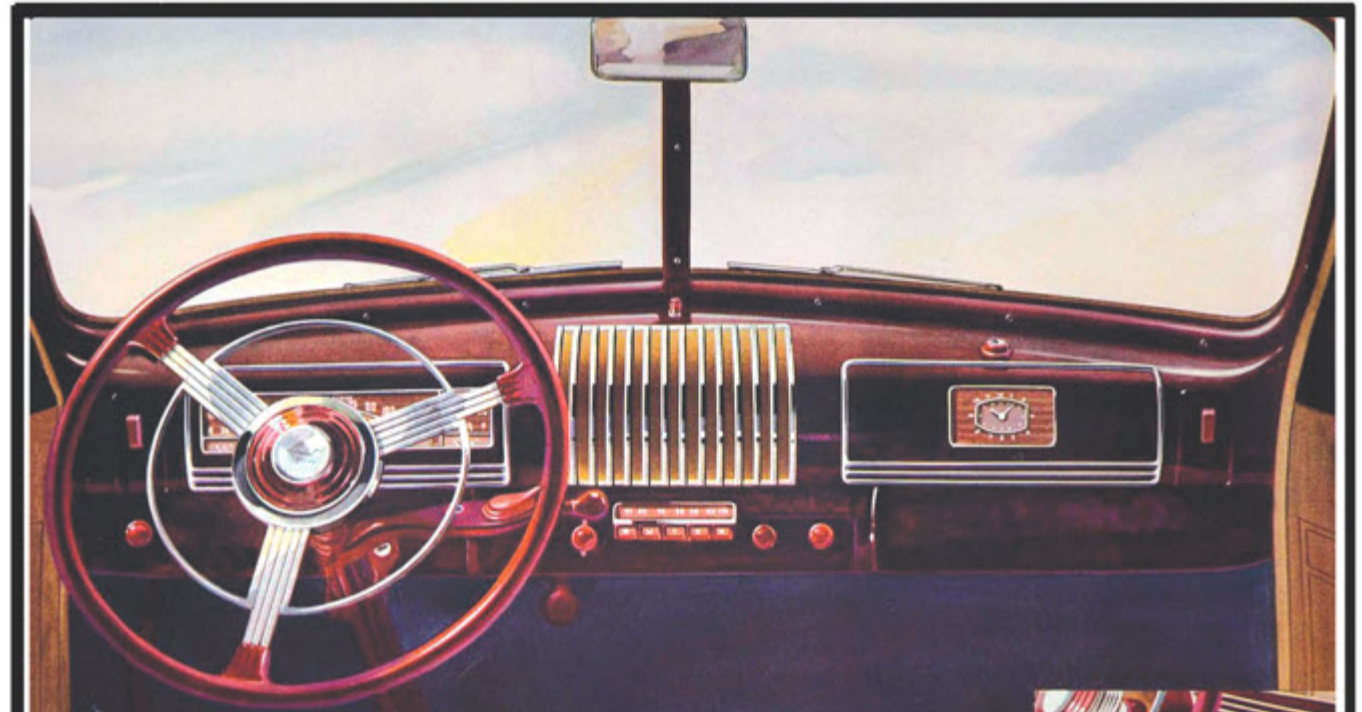
Birthplace of Brilliant Action



Batteries on all models are placed under the hood. In this convenient location they can be checked as readily as the oil, and are much less apt to be neglected.

Here's the heart of all the stirring action of these nimble Buicks—the great DYNAFLASH valve-in-head straight-eight engine. Size for size, no other engine can match it for efficiency and responsive power. Valve-in-head engines, a Buick feature for 35 years,

hold all records for speed on land, water and in the air. To the 10% greater efficiency provided by valve-in-head design, the DYNAFLASH principle adds close to 10% more power by its better control of combustion and increase in compression.



Visibility is the keynote in the new 1939 Buick, instanced not only by deeper windshields and windows but by the eye-line arrangement of all instruments. Speedometer and gauges are directly in the driver's line of vision, the throttle at his left hand, the light control at his right. And notice such conveniences as ash receivers at each side; an automatic lighter in easy reach of both driver and passenger; the windshield wiper knob which controls both speed and action; the large glove compartment with push-button release lock. The hand brake, at the extreme left under the instrument panel, locks in all positions, releases easily.

In all 1939 Buicks, gears are shifted with this simple "Handi-shift" bar, a few inches below the steering wheel. Shifting sequence follows the same H-pattern as conventional gear-shifting, so there is nothing new to learn about its use. The small switch operates the Flash-Way direction signal on the luggage compartment cover. A guide light flashes when this lamp is operating.

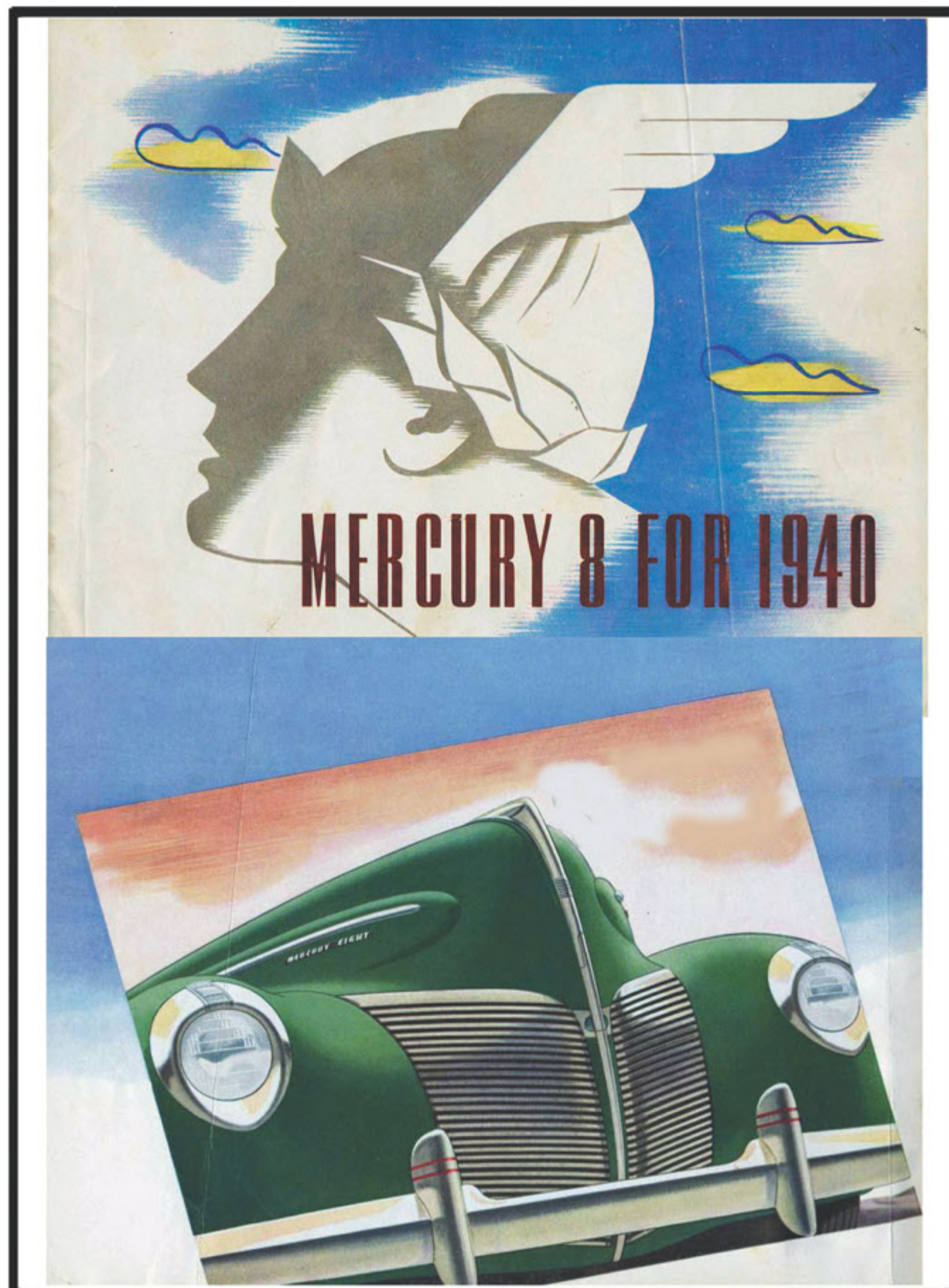


No other car in the world has all these features



- HANDI-SHIFT TRANSMISSION CONTROL
- NEW END-TO-END SHOCK ABSORBERS
- BUS-COIL SPRINGING
- OPTIONAL REAR AXLE RATIO
- NEW CHANNEL TYPE STRUT RODS
- TORQUE-TUBE DRIVE
- RIGID TRANSOM X-TYPE FRAME
- KNEE-ACTION FRONT SUSPENSION
- SWAY STABILIZER
- DYNAFLASH ENGINE
- FUEL CONDITIONER

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A GREATER MERCURY 8...READY FOR MORE RECORDS!

First introduced to the public in 1939, the Mercury 8 has already established an enviable reputation in the motoring world. Within three short months of its introduction, it took its place among America's ten leading cars—a record of success unparalleled in modern motor car history. Within the year, it earned the enthusiasm of sixty thousand owners!

The Mercury 8 has every important advantage you'll find in any car in its price class—and something more: **ECONOMY** surprising in any class!

Now add the distinctive beauty of new styling... the new comfort, even quieter performance... the advanced engineering and precision manufacture of the world's most modern automobile plant... and you'll see why the Mercury 8 for 1940 is receiving even greater acclaim.

Today's Mercury creates a class of its own: a big, spacious car with the flexible performance of a big V-type, 8-cylinder engine—outstanding in its economy (owners report up to 20 miles per gallon!) Large hydraulic brakes contribute to its all-around safety. Easy and sure to handle, quiet and restful to ride in, the new Mercury 8 is the outstanding value among cars of its size.

FINGER-TIP GEARSHIFT ON THE STEERING COLUMN is a new feature of the 1940 Mercury. The beautiful new blue-and-silver toned instrument panel sets the pace for the car's new styling. New straight-line speedometer, gauges and headlight beam indicator are grouped for easy vision in front of the clear-view two-spoke wheel. There is a central grille for radio speaker and electric clock on glove compartment.

BEAUTY YOU'LL BE PROUD TO OWN

FINGER-TIP GEARSHIFT ON STEERING COLUMN is standard on all body types of the Mercury. Fast, easy to operate. Contributes to the remarkable quiet of the Mercury Ride. Adds extra comfort for three front seat passengers.

Mercury 8 Town-Sedan



ADJUSTABLE FRONT SEAT moves easily forward or backward within a range of 4½ inches. Height may be adjusted to suit the driver's comfort. Soft-edge cushions allow full play for the deep inner springs, which are sewed into individual fabric pockets.



LUGGAGE SPACE FOR A LARGE FAMILY is concealed beneath the smoothly streamlined rear deck—room for several big bags and smaller pieces. Compartment automatically lighted. Spare wheel stowed vertically. Key cannot be removed until deck is locked.



From the graceful flare of chromium grilles to the smoothly streamlined rear deck, this big Mercury 8 is a car of striking beauty. And its clean curves serve another purpose, providing extra width inside. The Town-Sedan welcomes big people and big families, with generous elbow room and seat space for six passengers.

BOTH FRONT AND REAR SEATS hold three big people comfortably. Upholstery of all Mercury closed types available in blue-gray broadcloth or Bedford Cord. Beautifully styled fittings include ash trays both front and rear, interior lights, foot rest, robe cord and assist loops.



Mercury 8 Sedan

ARE YOU LOOKING FOR BIG VALUE?



YOU DON'T HAVE TO SQUEEZE into the rear seat, for each front seat back tips inward, away from the wide door, as it swings forward. The seat cushion is one piece, full width.



YOU GET A LOT OF CAR FOR YOUR MONEY in this lowest priced Mercury 8. The Sedan holds six in comfort—in extra-wide seats that are cradled between springs more than 10½ feet apart. Overall length is more than 16 feet—and smooth flowing streamlines curve gracefully out over running boards to steal extra width for the inside, where passengers can use it.

PARENTS CHOOSE the Mercury 8 Sedan because young children in the rear are away from the door handles. Yet access through the wide doors is easy. Arm rests for rear seat and driver's side of front seat, ash trays mounted in sides, and lights in door pillars contribute to convenience.



TWO FULLY ADJUSTABLE SUN VISORS are standard equipment in all Mercury 8 body types, providing all-around glare protection for driver and passengers. Annoying sun angles need not bother you.



MERCURY DOOR STAYS OPEN when you want it open, thanks to an ingenious light-tension door check. Note the sturdy steel door and tailored upholstery—typical of all Mercury 8 construction.

DO YOU LIKE TO DRIVE FOR FUN?



Mercury 8 Club Convertible



AUTOMATIC CONTROL RAISES AND LOWERS THE TOP, saving time, labor and confusion. Operation is quick, quiet and sure. Fabric top comes in tan-gray with tan edging, or black fabric with vermillion edging. Cover boot to match.



TOP FOLDS FLAT INTO BODY neatly and automatically. Windows may be lowered out of sight or raised as wind-deflectors. The smooth rear deck covers a large luggage compartment. Flush tail lamps are standard on all body types.



JUST PULL A KNOB ON THE INSTRUMENT PANEL to lower the top—push the knob and it rises instantly when bad weather threatens. Vacuum power is supplied by the engine. Automatic action increases the life of the top, helps to fold neatly when lowered.



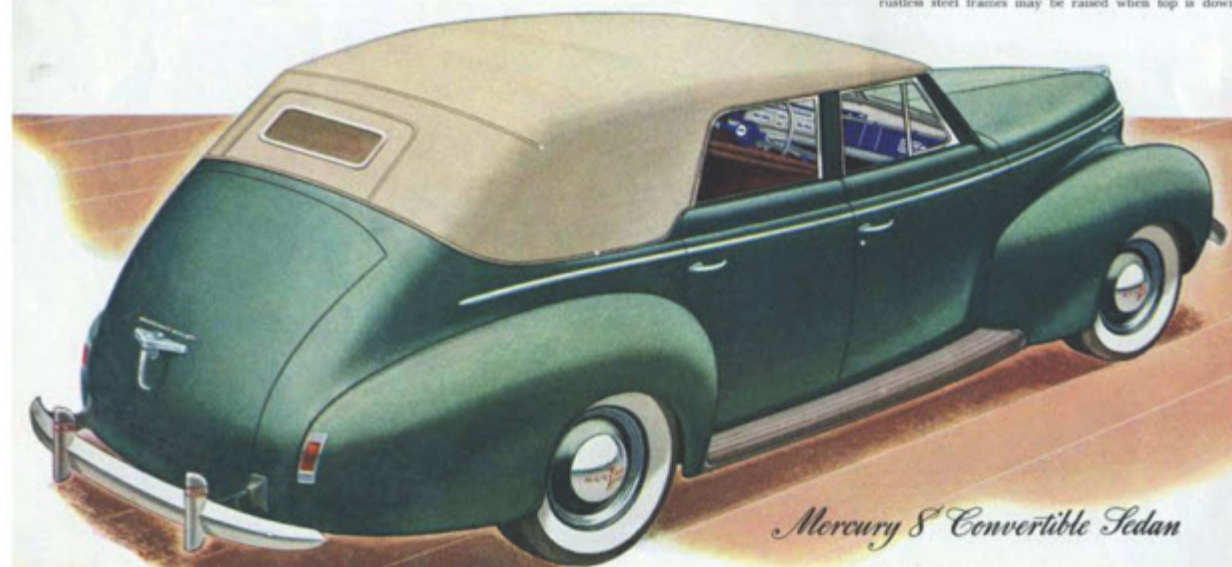
YOU CAN TAKE YOUR WEATHER or leave it alone in this two-in-one Mercury Club Convertible. Styled for people with young ideas, it combines the advantages of an open and a closed car. The broad front seat holds three in comfort, and a rear seat—under the top—brings guests in out of the weather. Effortless automatic top is standard equipment. White sidewall tires are extra.

PROTECT GUESTS FROM WEATHER—there's room for five in the Club Convertible. Special front seat back construction allows additional leg room. Note the handsome bright metal window frames and handy sun visors. Genuine hand-buffed leather seat cushions antique finished—in saddle brown or red.

YOUR JUNE-AND-JANUARY CAR



TOP FOLDS FLAT—OUT OF SIGHT. Boot matches top in color—choice of tan-gray top with tan edging or black with vermilion edging. Sturdy windows in attractive rustless steel frames may be raised when top is down.



Mercury 8 Convertible Sedan



NEW, STRAIGHT-LINE SPEEDOMETER adds to the beauty of the new blue-and-silver toned instrument panel on all body types. Gages for fuel, oil, temperature and battery condition are grouped below. Headlight beam indicator directly in front of driver.



LINED, LOCKING GLOVE COMPARTMENT is large and convenient, padded to eliminate rattling of contents. Electric clock in the glove compartment door is standard equipment on all body types. Key also locks luggage compartment in rear deck.



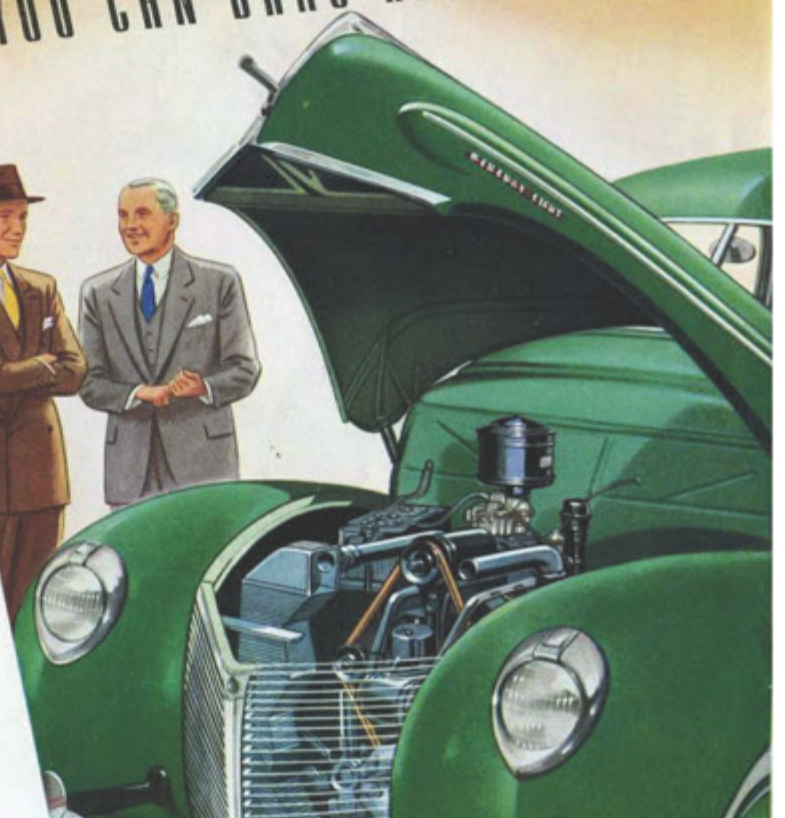
YOU CAN MEET THE SEASONS as they come with this Mercury 8 Convertible Sedan—an entirely new, all-weather body type for 1940. Wide roomy seats are upholstered in a choice of genuine hand-buffed leathers. The Mercury Convertible Sedan holds six passengers in comfort—a full-size, weather-tight sedan or dashing open car. White sidewall tires available at extra cost.

BEAUTIFULLY SMART STYLING distinguishes the Convertible Sedan. Tailored upholstery is hand-buffed leather, antique finished in saddle brown or red. Arm rests, ash trays and robe cord add to comfort.

PERFORMANCE YOU CAN BRAG ABOUT

LIFT THE HOOD of a new Mercury 8, and you're in on the secret of its amazing success. There's a 95 hp urge in that compact V-type, 8-cylinder engine. Power to spare for smooth, fast get-away—for all-day driving in every kind of country—for light-footed speed to pull you out of pinches.

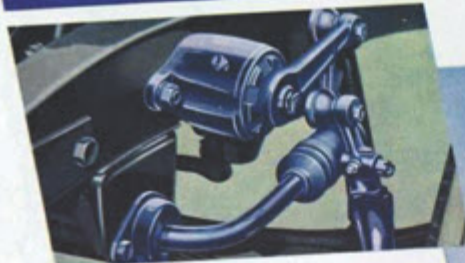
This advanced V-type engine has proved exceedingly efficient, surprising owners and engineers alike with gasoline economy unprecedented in a car of this size. (Note the accessibility of the Mercury engine and of the battery mounted under the hood—a real help and time-saver in servicing.)



SEE HOW COMFORT IS BUILT INTO THE MERCURY 8



EVERY MILE YOU TRAVEL in the Mercury 8 will emphasize one quality that has been the delight of owners—the extraordinary driving ease and riding comfort of this beautifully balanced, light-footed car. The restful Mercury Ride is a sensation that you must experience to understand. It is the result of a score of comfort features built into the car, all working together to increase the enjoyment of driver and passengers.



YOU RIDE INSULATED from road bumps by Triple-Cushioned Comfort. Seat cushions are soft-edged with deep soft inner springs. Large hydraulic shock absorbers have new self-sealing construction which means less frequent servicing. Long, flexible transverse springs literally absorb jolts, jags and bumps.

NEW LEVELIZED RIDE, made possible by a new torsion bar ride-stabilizer, keeps the Mercury body on an even keel over rough roads, in cross winds, on turns. Low center of gravity also helps the body ride level.



EXTRA INCHES ALL AROUND is a big feature of Mercury interiors. The front compartment of the Town-Sedan, for example, is 54 inches wide; the rear compartment is 56 inches from side to side. Few cars can approach the roominess of the Mercury 8.



EXTRAORDINARY QUIET is one of the Mercury's special advantages. Many different kinds of soundproofing materials, and special quiet construction smother noises at the source. New design curved disc wheels reduce tire and brake noise.

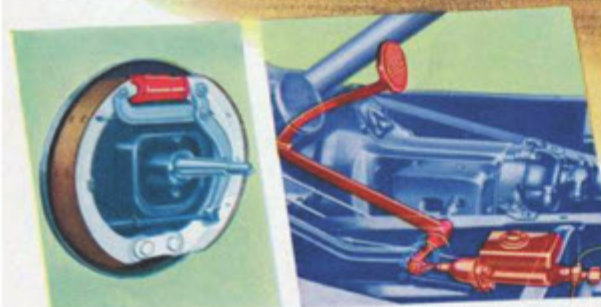


CENTER-POISE DESIGN cradles passengers between springs that are more than 10½ feet apart. The compact V-type engine permits more usable length inside the body. The comfort of the Mercury is one of the first things noticed by passengers.



NEW CONTROLLED ALL-WEATHER VENTILATION on all Mercury body types permits draftless circulation of air. Metal support bar slides down with the window, allowing unobstructed side view and freedom for arm signals.

THESE THINGS MAKE YOUR MERCURY SAFE



BIG HYDRAULIC BRAKES with soft pedal action give the Mercury 8 the safety of smooth, quick, straight-line stops. Brake drums combine the strength of steel with the wearing quality of cast iron. Handbrake lever mechanically operates rear wheel brakes.



NEW SEALED-BEAM HEADLAMPS give 50% more light. Night driving safer because driver can see nearly twice as far ahead. Sealed construction insures longer life, prevents loss of lighting efficiency. Parking lamp with separate lens above headlamp.



CLEAR SAFETY VISION is an important feature of every Mercury 8. The wide, sloping, divided windshield reduces glare and gives an exceptional view of the road. Safety glass standard in all windows of all body types.



TESTS LIKE THESE SAVE YOU MONEY



TEST CARS DRIVEN AT SCREAMING SPEEDS—on banked concrete and gravel test tracks—put the Mercury to stiffer tests than you will ever give it! All the great Ford testing facilities are available to the Mercury.



"PLAYING" WEATHER ON AN ORGAN at the Ford Weather Tunnel, testing Mercury cars in sheet and cloudbursts, tropic heat and Arctic cold. (Above) Testing the tests—these Johansson gage blocks, accurate to two millionths of an inch, are the foundation of the famous precision manufacture that produces the Mercury 8.



THESE BOUNCES SPARE YOU TROUBLE! On the "bumpy track," Mercury cars are driven headlong over a series of unevenly spaced, six-inch high bumps —by drivers whose job is to cause a break or failure—if they can. Then test cars are torn apart and searched for signs of strain and weakness.