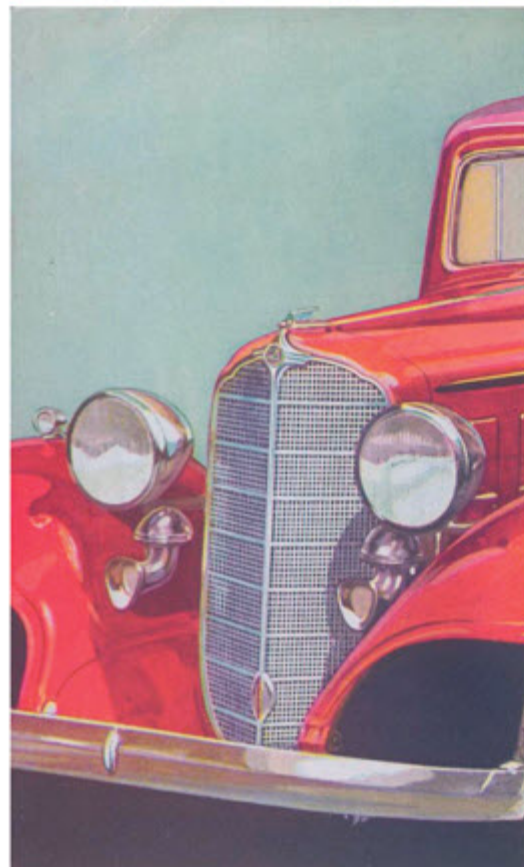




1933

4 NEW SERIES...
*20 New Models... Longer Wheelbases
 Lower Body Styles... Wind-Stream Styling
 ... Fisher No-Draft Ventilation.*



20 STRIKING NEW MODELS

The motor car decision you make this year is an important one. On it depend the motoring satisfaction and happiness of yourself and your family for years to come.

Will you decide on a really fine car that will give you dependable, economical motoring for scores of thousands of miles?

Will you enjoy true motoring comfort, modern motoring luxury, and performance that will carry you swiftly and powerfully with almost unbelievable road steadiness?

Will you drive an automobile that is a sound investment in transportation, a car that the whole world respects?

Then the 1933 Buick is *your* car.

There are twenty models of the new Buick, each designed to meet an individual preference in styling, in size and in price. And each, regardless of the model you select or the price you pay, is a Buick through and through . . . the finest Buick ever built.

Buick's beautiful new Bodies by Fisher—longer, larger, lower, with smart Wind-Stream Styling—offer plenty of room in which to relax and enjoy motoring.

Buick's extra rugged chassis provides an even greater measure of the stamina that has enabled Buick after Buick to give 150,000 miles and more of satisfactory motoring.

Buick's new and improved mechanical features, especially designed to make driving easier, more convenient, more automatic, impart the final degree of comfort and driving ease.

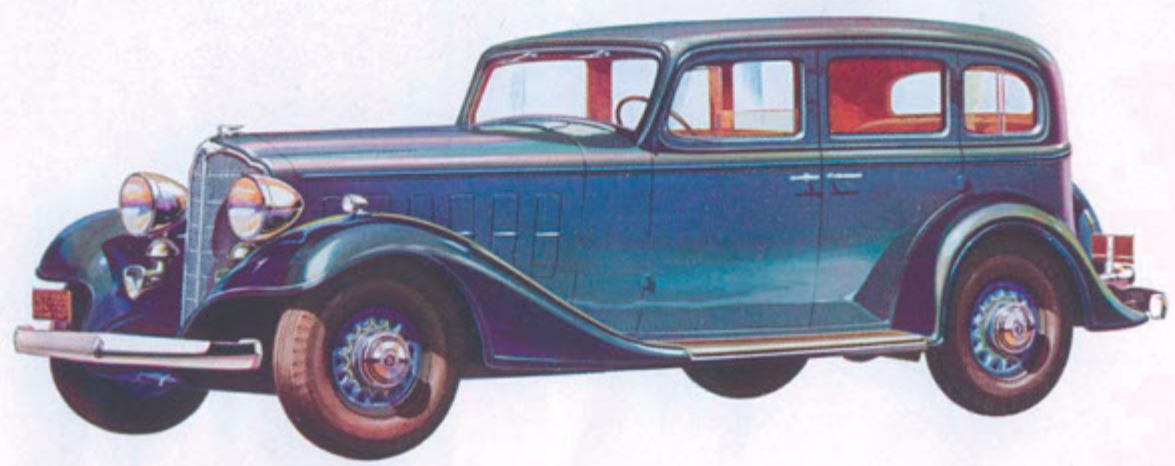
New Fisher No-Draft Individually Controlled Ventilation System is a particularly important contribution to motoring comfort and safety.

Surely these 1933 Buicks, which surpass even the fine Buicks of the past, will create a place even more secure in the field of fine cars, in which Buick has so long enjoyed undisputed leadership.



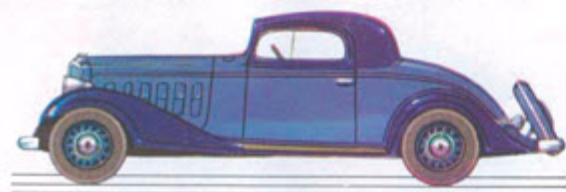
NEW WIND-STREAM LINES..

S E R I E S 3 3 F I F T Y

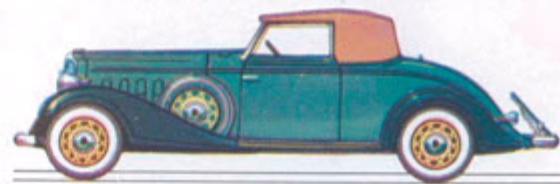


The Four-Door Sedan . . . Model Fifty-Seven—This fine Sedan is one of the five beautiful new Buicks in the 33-50 Series which bring the pleasure, the satisfaction and the economy of Buick ownership to thousands of families who want a moderate priced car. . . . For example, it would be difficult for any car to surpass this fine sedan in comfort and luxury. The new-design plain-type cushions are as restful as a favorite armchair.

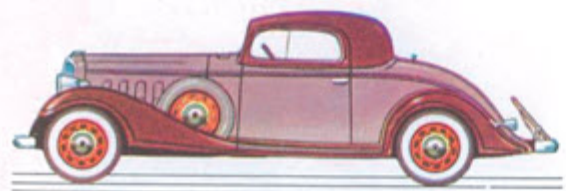
Carpets harmonizing in color with interior trim cover the tonneau floor. Arm rests, assist cords, ash receivers on each side of the rear seat, folding robe rail and carpet-covered foot rest and many other features combine to increase the comfort of this car. All in a quiet, restful atmosphere enhanced by attractively designed and plated hardware and beautiful wood finishes. There are concealed curtains in rear and side windows.



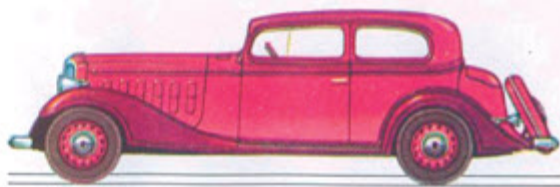
THE BUSINESS COUPE
Model 33-Fifty-Six with Luggage Space



THE CONVERTIBLE COUPE
Model 33-Fifty-Six C with Rumble Seat

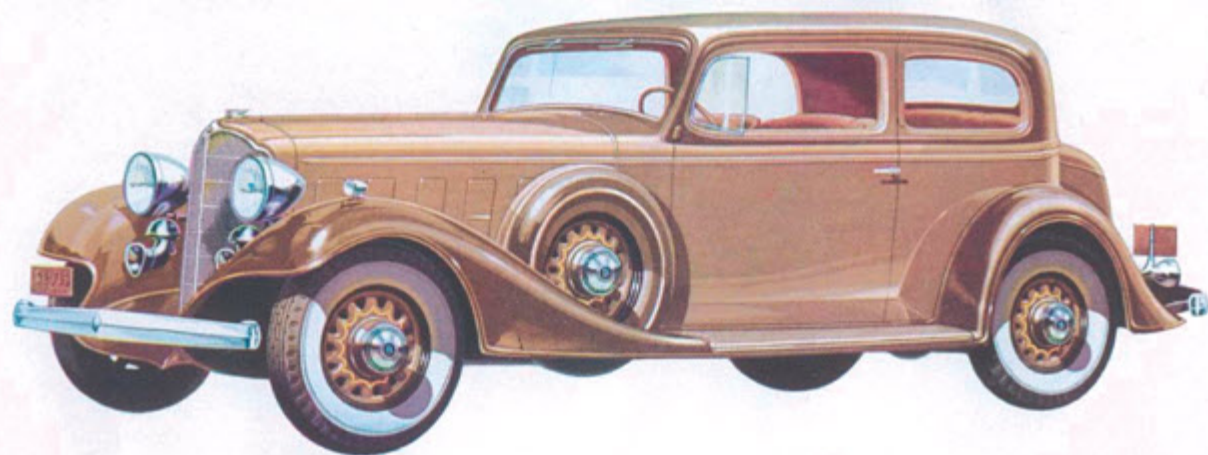


THE SPORT COUPE
Model 33-Fifty-Six S with Rumble Seat



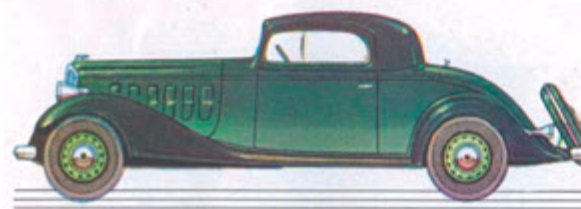
THE FIVE-PASSENGER VICTORIA COUPE
Model 33-Fifty-Eight with Built-in Trunk

119 INCH WHEELBASE
SERIES 33 SIXTY

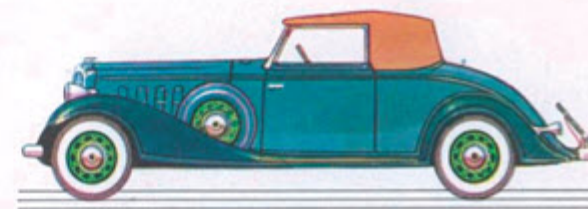


The Five-Passenger Victoria Coupe . . . Model Sixty-Eight—This Five-Passenger Coupe with built-in trunk is one of the truly fine cars which comprise the new Buick 33-60 Series. This group offers a variety of models from which to select an exceptionally smart and roomy car for business, personal or family use. Like all the 1933 Buicks, the body is longer, the front compartment is larger and the rear seat is wider. . . . The

outstanding interior features of the model above are the new style of trimming which includes new-type arm rests, spacious pockets on both sides of the rear seat, and deep, comfortable, plain-type upholstery of whipcord or mohair plush, whichever you specify. Carpet-covered foot rest, assist cords, and an adjustable sun shade add to the comfort and convenience of driver and passengers.



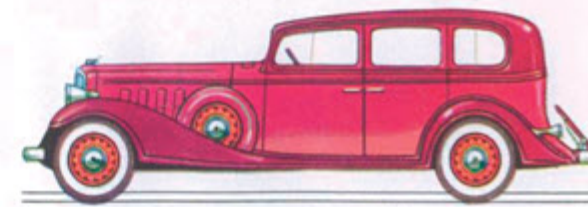
THE SPORT COUPE
Model 33-Sixty-Six S with Rumble Seat



THE CONVERTIBLE COUPE
Model Sixty-Six C with Rumble Seat

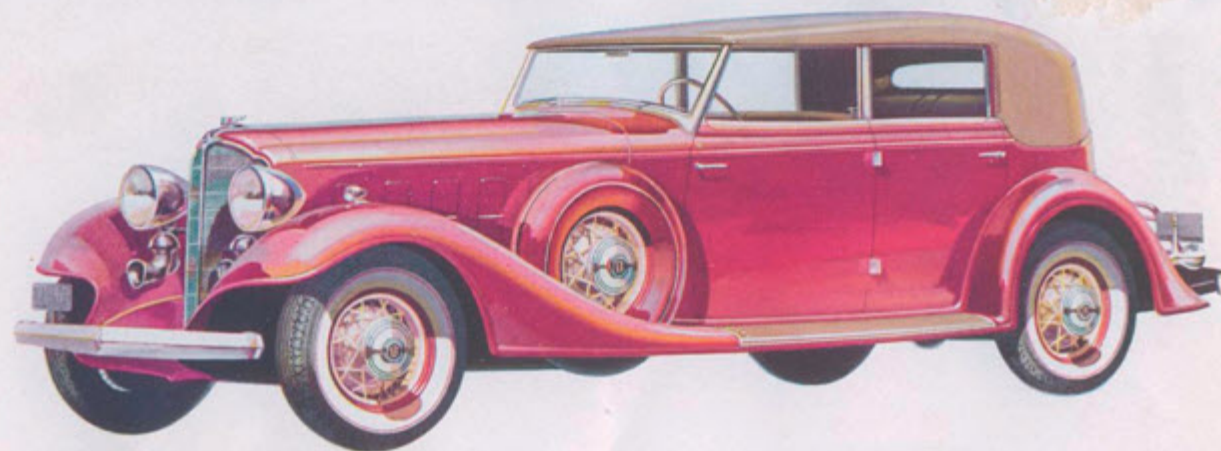


THE CONVERTIBLE PHAETON
Model Sixty-Eight C with Center Arm Rest



THE FOUR-DOOR SEDAN
Model 33-Sixty-Seven

SERIES 33 EIGHTY



The Convertible Phaeton . . . Model Eighty-Eight C—For those who prefer the delights of motoring in an open or a closed car, this Series 80, Five-Passenger Convertible Four-Door Phaeton is especially attractive. This model heretofore has been available only on custom-built cars. . . . The top is covered with a special double texture teal with choice of tan or gray.

At your option, special whipcord or hand-buffed leather upholstery in colors to harmonize with exterior finish of cars. Arm rests are placed at the sides of the rear seat, and a folding arm rest is located in the center. Smart hardware, carpet-covered foot rest, and combination robe rail and assist handles . . . all contribute to the modern styling of its fine interior.

S E R I E S 3 3 N I N E T Y

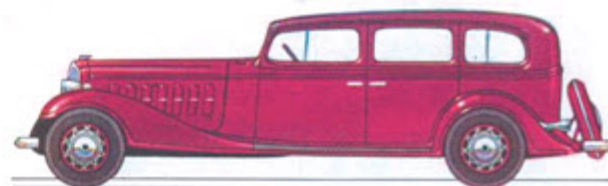


The Club Sedan . . . Model Ninety-One—The Sedan shown above is one of the most popular cars in this Series. It has a special appeal to those accustomed to thinking of motoring in terms of luxury, comfort and smartness combined with superior performance. . . . Deep cushions and high back upholstered in mohair plush, whipcord or cloth to suit your prefer-

ence, provide restful ease. Side arm rests and a folding center arm rest further contribute to relaxation. Comfortable auxiliary seats have double folding backs. Thick velvet pile carpets cover the tonneau floor. Interior appointments also include robe rail, carpet-covered foot rest and concealed, silk window shades.



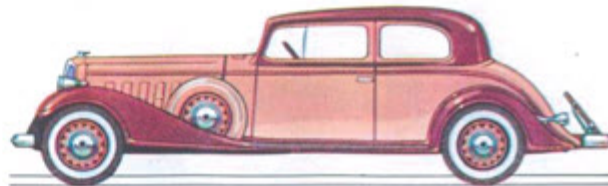
THE FIVE-PASSENGER SEDAN
Model 33-Ninety-Seven



THE SEVEN-PASSENGER SEDAN
Model 33-Ninety



THE SEVEN-PASSENGER LIMOUSINE
Model 33-Ninety L



THE FIVE-PASSENGER VICTORIA COUPE
Model 33-Ninety-Six with Deck

1 3 8 I N C H W H E E L B A S E

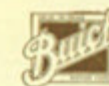
THE NEW BUICK FOR 1933

*In every way . . .
a sensible motor car Investment*



THE new Buick for 1933 is rich in all qualities which make a wise investment. It is sound—strong—exceptionally reliable. It continues to pay dividends of fine, comfortable motoring for *many* years. Yet the new Buick for 1933 is moderately priced and may be purchased on liberal G.M.A.C. terms.

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We take your old, faded and cracked plastic or wood steering wheels and restore them to their original,
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We have a six step process:

1. We start by fixing all the cracks with an acrylic plastic and then hand sand the wheel to its original shape.
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 3. The wheel then receives a coat of acrylic sealer for color holdout.
 4. The wheel then receives four coats of acrylic urethane to the original color or color of your choice.
 5. After eight hours, the wheel is color sanded and then left to dry a minimum of five days.
 6. The wheel is then hand buffed and polished. It is then packed for shipping and returned to you by U.P.S.
- SPECIAL NOTE:** On wood grain wheels the cracks are repaired and then color toned and finished with three clear coats of acrylic urethane.

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1. Excellent Durability
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STEP OUT WITH **MERCURY**



STEP OUT WITH THE NEW
MERCURY

MERCURY

Never have automobile lines achieved a more pleasing effect than those evidenced in the big, new 1946 Mercury. The smart, new car is low . . . wide . . . and from its unusually attractive grille to its gracefully curved rear deck, there is a clean, sleek motif that at once spells style leadership and swift responsiveness.

The interiors are distinguished by a rich, soft beauty . . . a refinement of appointments and luxury of fabric and design which formerly were reserved for custom-built cars.

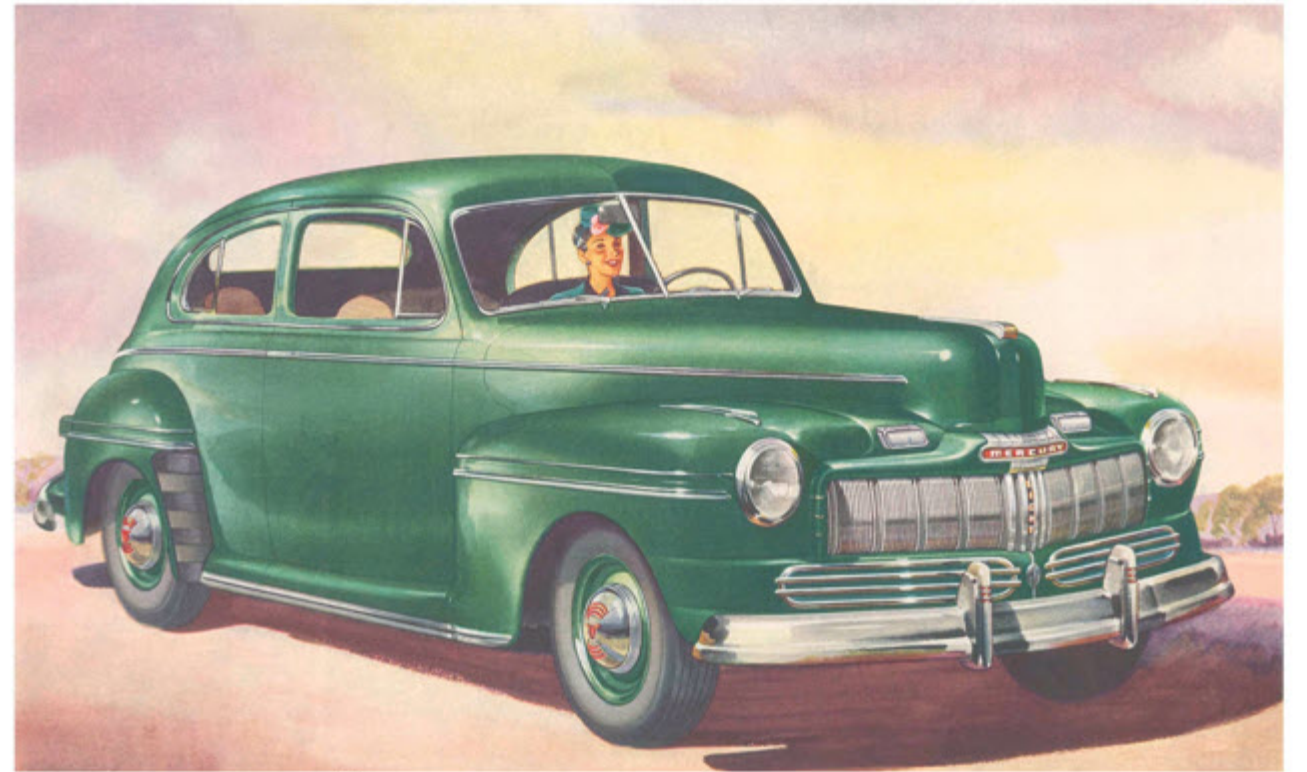
And when you have enjoyed a Mercury full-cushioned ride, you will know that fine-car comfort has been attained in this field. New springing action . . . new adjustable, sealed shock absorbers . . . new two-way stabilization—all these combine to make yours a luxury ride.

Always famed for its eager responsiveness and smoothness, Mercury is powered this year by a superb, 90-degree, V-8 engine of fine mechanical excellence. Eight eager cylinders give you pace-making power at your finger-tips . . . amazing flexibility for ease of handling . . . high cruising speeds . . . good over-all operating economy.

Out in front in style . . . performance . . . beauty . . . comfort . . . your new Mercury awaits you. Take the wheel and *step out with Mercury* for an exhilarating experience in motoring!



The new 1946 Mercury is a surprisingly large car from every standpoint . . . with 118-inch wheelbase. Doors are exceptionally wide . . . windows spacious . . . and there is generous roominess in the interior. Its distinctive fleet body lines and strong emphasis on comfort give Mercury special appeal for those who seek advanced style and large-car luxury at moderate cost.



SEDAN The Two-Door Sedan, shown here, illustrates admirably the advanced styling of the 1946 Mercury. The car is low and graceful in appearance. Everything about the new Mercury is BIG—wide doors, spacious windows. And interiors are generously proportioned . . . seats are wide and deep . . . head room is ample for full freedom . . . and floor space is generous, giving full comfort to tall persons.

**SMARTNESS
and COMFORT
in a
TWO-DOOR CAR**



The regal touch of a fine car is definitely evidenced by the elegant interior appointments. The instrument panel is smartly finished in metallic lacquer to match the optional Rust or Gray-Green interior color scheme and decorated with softly glittering chromium and plastic.



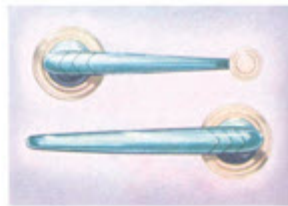
New beauty and exquisite appointments give the Mercury Two-Door Sedan interior a custom appearance. With plenty of spaciousness and comfort, these features make entrance to the rear seat easy: wide doors, friction door stops and inward-tilting front seats. Upholstered in Gray-Green or Rust, seat cushions are smartly styled in rich broadcloth or cord cloth, and trimmed in genuine leather; side walls combine colored fabric with handsome simulated leather and plastic.



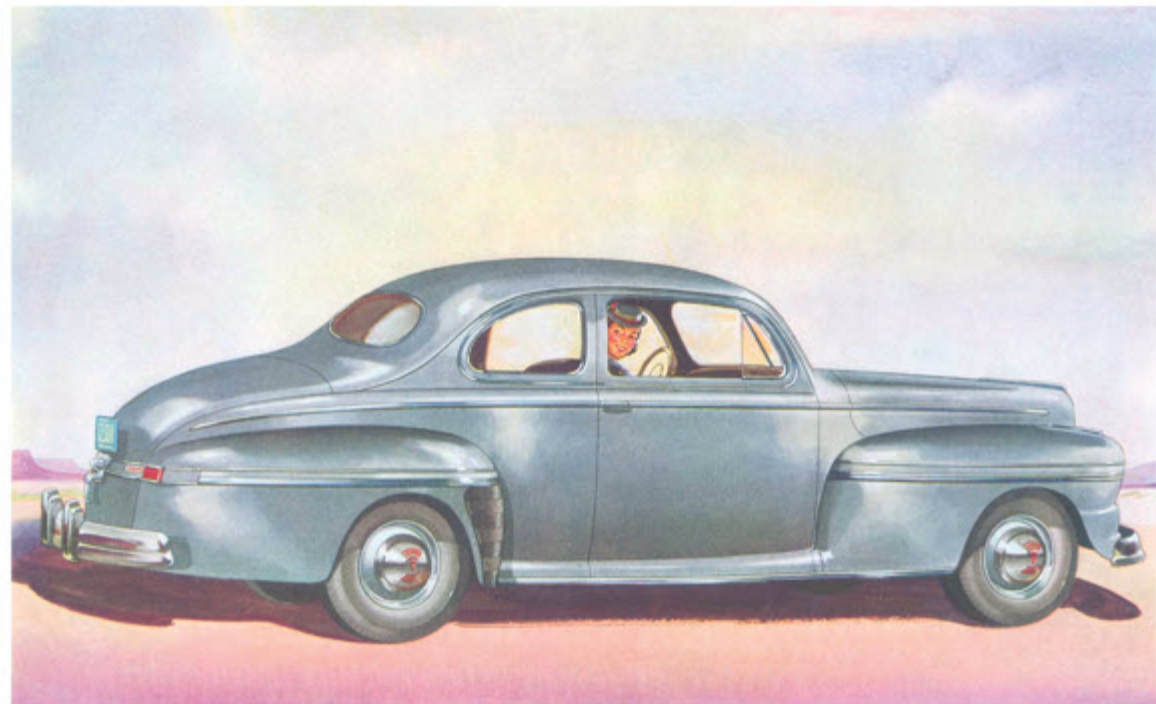
Travel-minded persons will appreciate the extra roominess of the Mercury luggage compartment. Spacious enough for the whole family's luggage, it is lined for dust-protection and lighted automatically when opened.



Most families with small children are especially fond of the 2-door sedan model for there is greater safety and peace of mind in the seating arrangement and forward location of door controls.

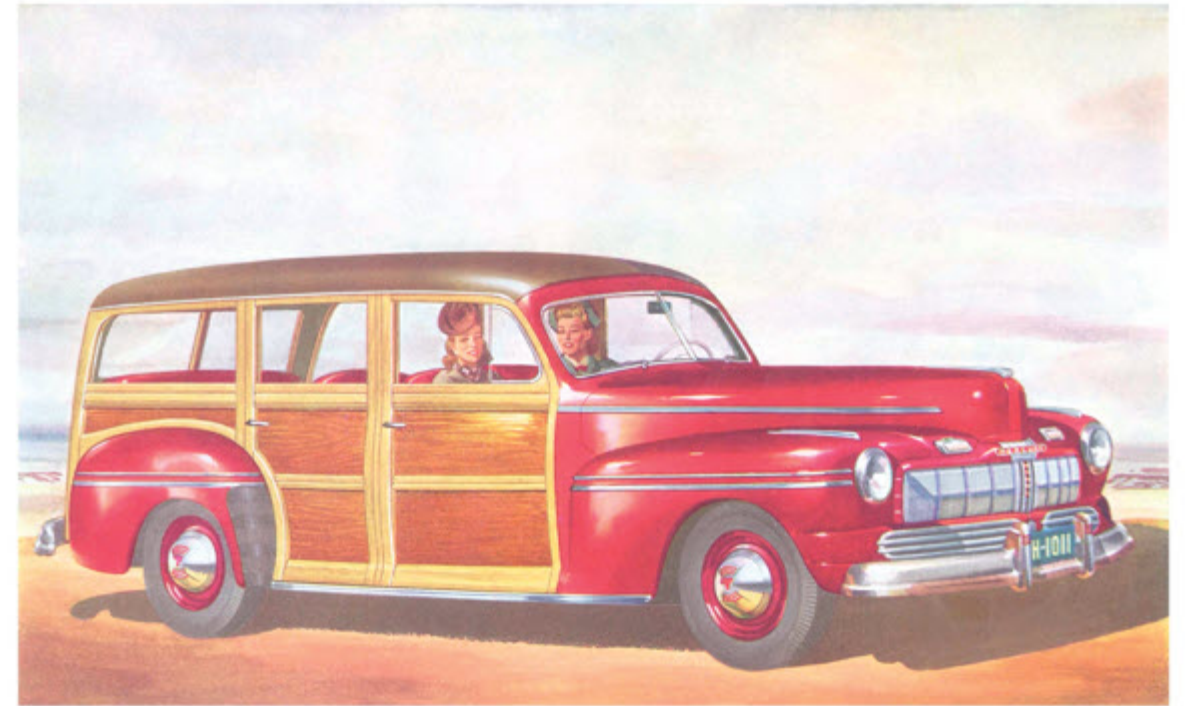


The smartly styled hardware executed in bright metal finish with plastic fittings is typical of the beautiful appointments of the Mercury luxury interiors.



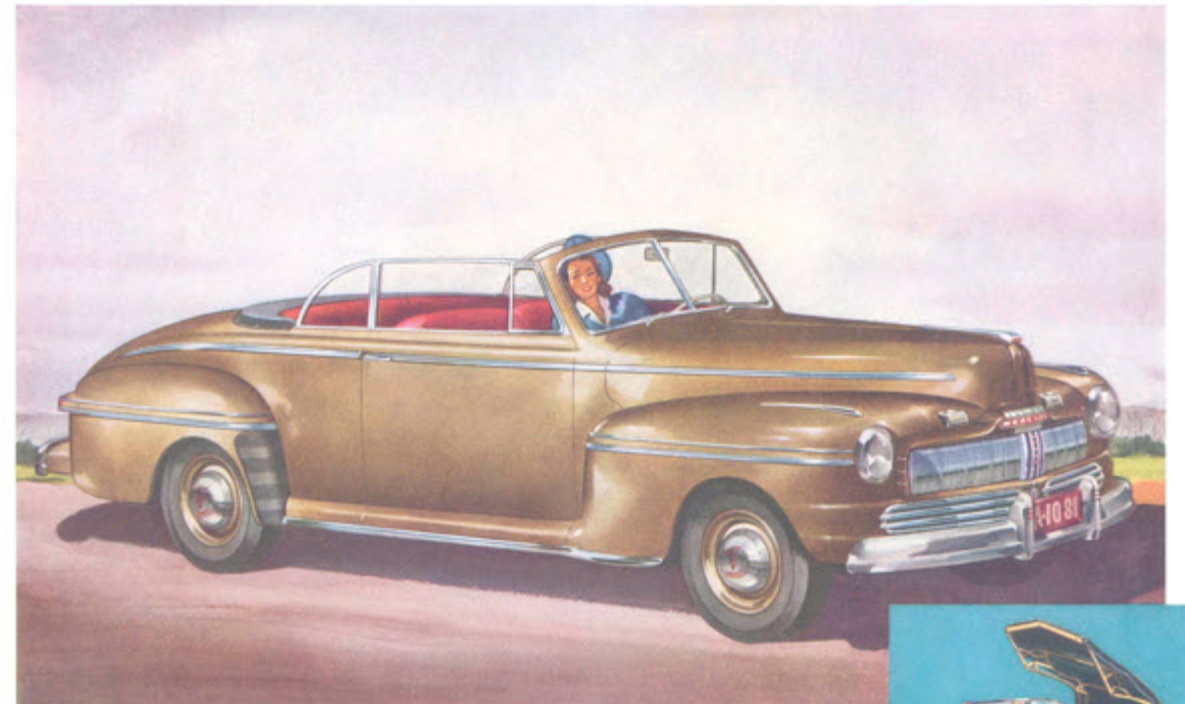
SEDAN-COUPÉ The Sedan-Coupe appeals especially to the many persons who like the compactness and smart styling of the coupe, with the seating capacity of the sedan, when desired. The rear seat is full-width in size and easily accommodates three

adults. Business and professional people like the Sedan-Coupe's combination of fine riding qualities, easy handling in traffic, economical operation, spacious luggage accommodations, and the sense of satisfaction and well-being that go with this big, handsome car.



STATION WAGON A style leader for town or social use, an amazingly versatile and practical vehicle for suburbs and country—that's the 1946 Mercury Station Wagon! Body is durably

constructed of maple framing with birch or mahogany panels with varnished finish. Upholstered in golden tan, red or gray genuine leather, combining smart appearance with sturdy wearing qualities.

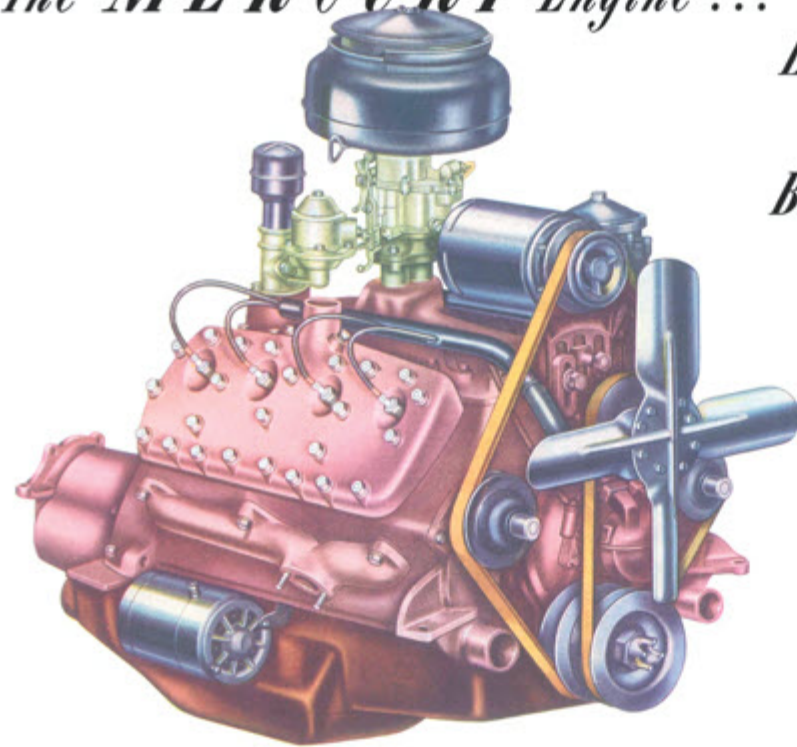


CLUB CONVERTIBLE Here is superb beauty and comfort for people with young ideas! The low, sleek lines of the 1946 Mercury are at their best in this style leader. The Hydraulic-Lift Top, controlled by the touch of a button . . . rolls back to fit snugly in place. Rear quarter windows provide rear-seat passengers with visibility when top is up and protection from the wind when the top is lowered. Your choice of genuine leather tan, red or gray.

The automatic Hydraulic-Lift Top lets you take full advantage of pleasant weather. Operated by positive-acting hydraulic power, the snug-fitting top can be raised or lowered in a few seconds' time by merely pushing a button.



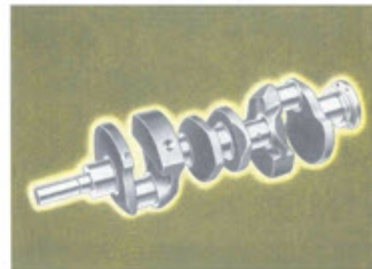
The *MERCURY* Engine ...



Engineered and Powered for Brilliant Performance

Until you have driven the new Mercury, you can hardly appreciate the full meaning of flexibility and smoothness. Powered with a 100-horsepower 90 degree, V-8 engine which incorporates many engineering advancements, Mercury has a high ratio of power to weight. This results in greater flexibility and smoothness, performance that is truly amazing. It means, too, that the Mercury engine runs at relatively low speeds in relation to road speeds for greatest efficiency . . . for longer life.

The short, rugged crankshaft, cast of special alloy steel, better resists torsional vibration for ultra-smooth operation. Counterweighting reduces bearing pressure, prolongs bearing life. It's dynamically balanced for smooth performance at all speeds.



Specifications

SMART NEW STYLING—Sparkling new die-cast grilles with stainless steel trim result in bigger, more massive frontal appearance. New broad hood with attractively styled hood ornament blends gracefully with streamlined body for modern smart appearance.

NEW LUXURY INTERIORS—Beautiful luxury interiors of exceptional roominess and comfort. Rich fabrics of either broadcloth or cord are expertly tailored to harmonize with durable simulated and genuine leather combined with plastic and bright metal details for lasting beauty and comfort. Garnish moldings and instrument panel are finished in matched colors.

COMPLETE EQUIPMENT—Handsome jewel-like plastic steering wheel medallion including full horn ring; snap-out-type cigar lighter; electric clock; lock for glove compartment; twin electric air horns; two sun visors; two arm rests on front doors; dual windshield wipers; foot control for headlight beams; beam indicator on instrument panel; two ash trays on instrument panel; ash tray in rear compartment of Town Sedan—two in Sedan; sealed-beam headlamps; radio speaker grille; rustless steel windshield frame, ventilating and rear quarter window frames, rear window frames; dimming control for instrument lights; light in luggage compartment; two tail and stop lamps*; bumpers with bumper guards; spare wheel.

NEW 100 H.P. V-8 ENGINE—The finest engine ever to power a Mercury car. Packed with numerous new engineering developments that will add to the established reputation Mercury has for spirited performance and flexibility. Incorporates high efficiency manifolds, new valve cooling and higher capacity oil pump, plus improvements affecting virtually every operating part of the engine. Bore 3.187 inches; stroke

3.75 inches; developed horsepower 100 at 3800 rpm; taxable horsepower rating 32.5.

NEW ECONOMY—Higher engine efficiency is attained through improved manifold, cooling and new balanced carburetion. Lightweight aluminum pistons fitted with four rings instead of the usual three provide a better compression seal, minimizing power waste and further improving oil economy. Thermostatically controlled exhaust by-pass automatically regulates intake manifold temperature—speeds vaporization for better fuel economy.

IMPROVED COOLING—Valve seat cooling increased. New pressure valve radiator cap permits higher operating temperature for increased efficiency; minimizes loss of water and anti-freeze due to evaporation. New center-point mounting stabilizes radiator, protecting it against damaging road shocks.

NEW RIDE—Long slow-motion springs designed to absorb even the smallest road irregularities and provide a smoother, more level ride. Fabric lined metal covers retain lubricant for uniform spring action, exclude road dirt and water. Spring base 129.38 inches. Adjustable double-acting hydraulic shock absorbers.

TWO-WAY STABILIZATION—Imparts new roadability and handling ease on rough roads, when rounding curves or driving in a crosswind. Transverse stabilizers, front and rear, minimize side-sway by maintaining alignment between axles and frame. Torsional ride stabilizer on front controls spring action, reduces "roll," keeping car on an even keel when driving on rough roads, improving roadability and comfort.

NEW SELF-CENTERING HYDRAULIC BRAKES—Positive, high-capacity brakes with 162 square inches of lining

area and durable, cast-iron drums provide powerful straight-line stopping action. New self-centering principle provides positive shoe alignment for full lining contact to result in smooth, quiet action with soft pedal pressure.

NEW ELECTRICAL SYSTEM—Sealed-dry ignition distributor with water and dust-proof plastic wiring jacket; new oil and ozone resistant ignition wiring. Full automatic spark advance with vacuum control for best over-all economy and performance on standard grades of fuel with freedom from detonation or "ping." New long-life voltage regulator automatically controls generator charging rate to maintain battery in a charged condition.

FIVE POPULAR BODY TYPES—Sedan (two-door model); Town Sedan (four-door model); Sedan-Coupe; Club Convertible; Station Wagon (three, five, six or eight passengers with luggage space).

OPTIONAL COLORS—Available in a wide range. All colors are enduring hi-gloss baked enamel highly resistant to fogging or dimming.

CHOICE OF UPHOLSTERY COLORS—Green-Gray or Rust in all closed body types. Tan, Red or Gray genuine leather in Club Convertible and Station Wagon.

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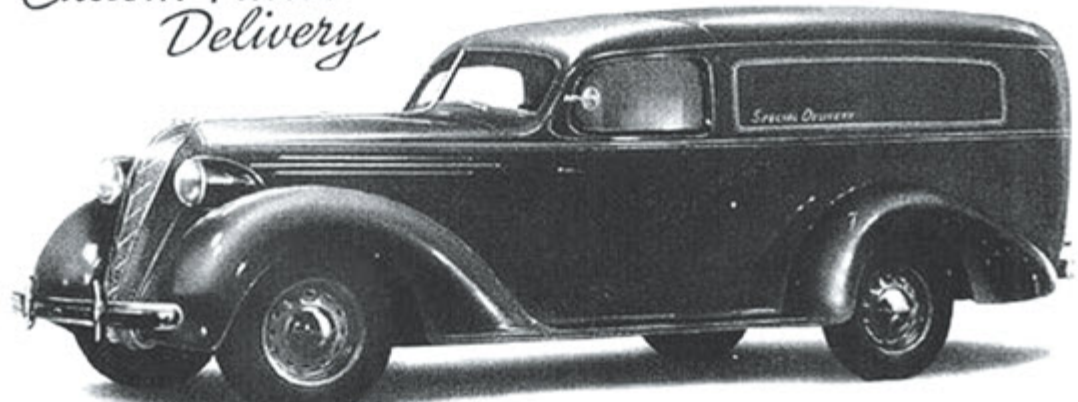
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A: Jim, make sure that there are no contaminants getting onto your bare metal. Once you have bare metal, you can use an etching primer which will stick to the metal and is sandable, or a rub-on metal etch that you rub on and wipe off with water, then prime over it. ~Dave

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TURN SIGNAL/
BRAKE LIGHT
SWITCH

BRAKE LIGHT & TURN SIGNAL REPAIR ON A '64 CORVETTE

by *Bin Johnson* Publisher

Recently, when I was out for a drive in my '64 Corvette, as I was making a turn, the turn signal lever fell off. I didn't think much about it at the time, until I discovered that I also had lost my brake lights! When I got back to the shop, I disconnected the battery and pulled the steering wheel to see what was going on, and found that the plastic switch that controls the turn signals and brake lights in the steering column had broken in half at the seam and the brass contacts that make these functions work were lying down inside my steering column.

After pulling the broken pieces out, I also discovered that not only was it not repairable, but it also had the steering column top bearing in it. It had Before going any further, I boxed up all of the parts and got out my factory Motors manuals. This is a C2 Vette and they ran from 1963-1967. During these years, there were constant changes. Engines went from 327's to 427's, the '64's dropped the rear window divider bar that made the split window, drum brakes changed to disk brakes and the motor manuals changed with the changes. For '64, you need the '63 manual and the '64 supplement and the '64 assembly manual. I have manuals on all of my cars, but I will have to say these Corvette manuals are not very detailed—certainly on the steering wheel

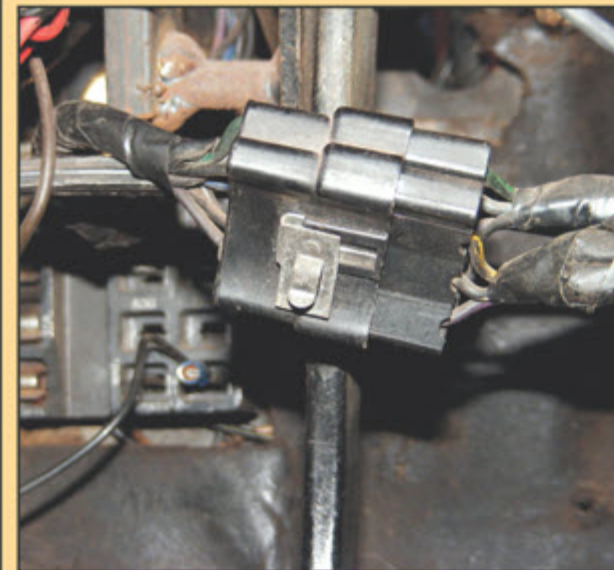


DETAIL OF STEERING WHEEL

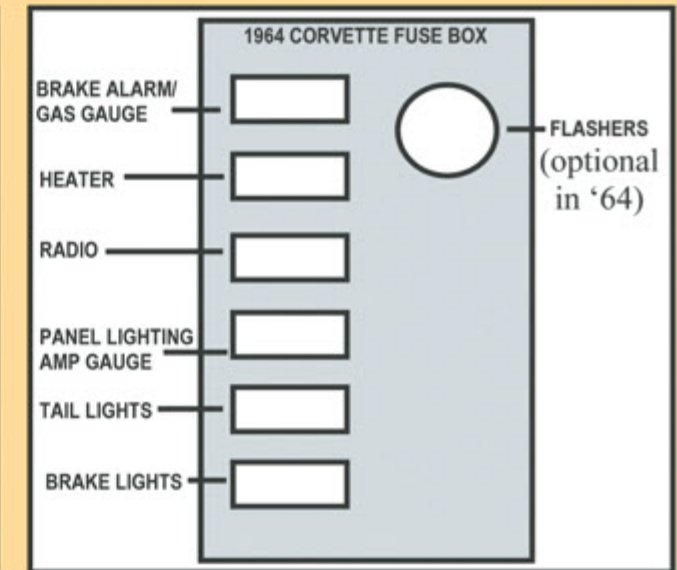


ORIGINAL SIMULATED TEAK WOOD STEERING WHEEL

to be replaced.



UNDER DASH COUPLERS CONNECTING STEERING COLUMN SWITCH TO BODY



removal and turn signal and brake light repair. The "Assembly" manual looks like pencil drawings and sketches from the original designs. However, they do provide wiring diagrams, wire color coding and rough sketches of the areas I needed.

I went online to see if I could find a video of how to remove the turn signal switch and how it worked and where the wires went. After watching several, I felt that I was ready to "go in." The videos showed wires coming from the column switch, down through the column, and being plugged into two plastic boxes under the dash. When I checked my steering column, it was too narrow to run the wires through; the switch wires come off of the switch, and run along the bottom of the column, then plug into two plastic connectors under the dash. I now had a game plan of what had to be



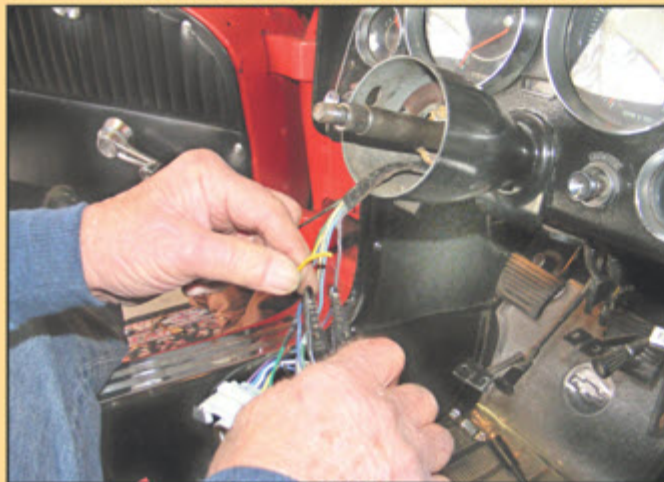
1964 CORVETTE FUSE BOX

CONTINUED →

done. Don't run the lines *through* the column—run them *under* it. I ordered a new switch, part #622714 for '64-'66 C2 Corvette without tilt or telescoping column. While I was waiting for the



REMOVING TURN SIGNAL/BRAKE LIGHT SWITCH



CUTTING WIRES



FUSING OLD & NEW WIRES BEFORE SOLDERING



BRAKE LIGHT SWITCH (NUTS ADJUST SWITCH TO TOUCH BRAKE PEDAL)

switch, I checked my other components: brake light fuse, located at the bottom of the fuse box (the tail lights fuse is right above it—they are on separate circuits). It was okay, and I checked the brake light switch—a two-pronged switch mounted on the steering column above the brake pedal arm. It has a push button that when it is pushed in (when the pedal is up) disconnects the circuit and the brake lights are off; when the button is out (when the brake pedal is depressed) the brake lights come on. I disconnected the two wires, one coming from the fuse box and one to the tail light/turn signal switch in the steering column. To test the switch, I set my multimeter on DC Volts, hooked the battery up and found I had current from the fuse box to the switch and coming out of the switch when the pedal was depressed. When the new turn signal switch arrived, I checked my wiring diagram and found that black is ground and the brake light wire is purple, the signals light wires were left hand black/light blue and right hand

black/blue.

We removed the 3 screws holding in my old switch and removed the steering column brace that holds the column up to the dash and holds the switch wires in place. This allowed the wires to be pulled upward. We compared the wire colors of the *new* switch to wires on the *old* switch and they matched. With the battery disconnected, we cut each wire on the old switch about 3" down from the switch, staggering their lengths so they could be soldered, then cut the wires on the new switch, leaving about 3" of wire from the switch and soldered them together, from the old to new switch, covering the joins with shrink wrap. Then the new switch was pulled back into its place in the steering column and the 3 screws put in to hold the switch in place. Cutting and soldering these wires turned out to be a lot easier than pulling all of the old wires out and running the new ones and pulling their plugs down the column and under the dash.



NEW WIRES INSTALLED & WRAPPED WITH ELECTRICAL TAPE GOING UNDER DASH THROUGH STEERING COLUMN COLLAR

We now checked our wiring down to the plugs, wrapped them with



STEERING WHEEL BACK ON WITH 6 PHILLIPS SCREWS (SMALLER WHEEL FOR EASIER EGRESS)



CORRECT 1964 CORVETTE HORN BUTTON

CONTINUED

electrical tape and tested the brake lights—they worked! Then the turn signals—they worked! Now it was time to put everything together. The switch wiring harness was pulled tight and the steering column bracket put back on. With the turn signal switch in, the lever was put on (this takes one screw) then the horn contact, the turn signal canceling cam to the back side of the steering wheel assembly, steering wheel (we put an assembly mark on before removal so it would be centered), washer, nut (I used an electric wrench set to 40 ft/lbs to take this off and put it on) and cap assembly.

With everything working, the 'Vette is ready to take back out. My feeling about this is: There is a lot of bad information out there. The manuals do help, but there is nothing like getting into it yourself and tracing each element from the fuse box to the tail lights, which is really the case on all of our old cars. I do think joining a Corvette club with good tech support would be a good idea.

Enjoy your cars,
and keep 'em
driving! 🚗

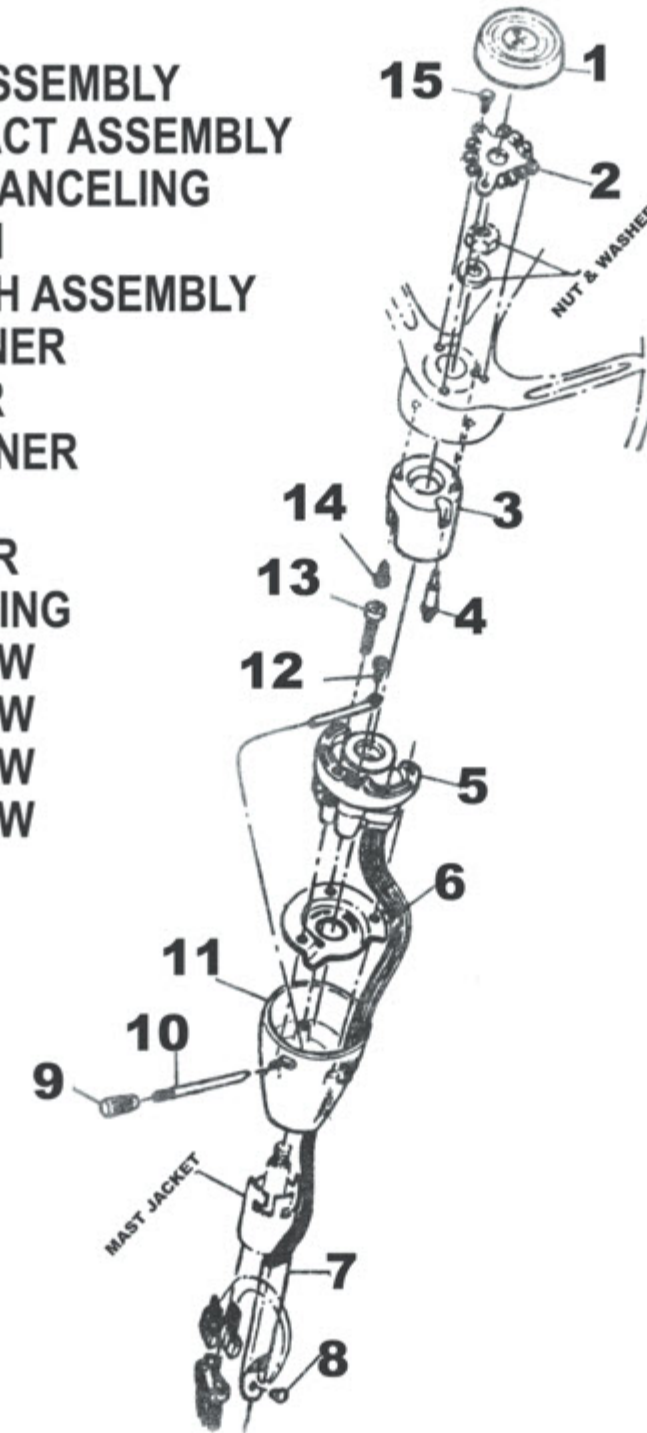


STEERING WHEEL ALL REDONE AND WORKING GREAT!



1964 CORVETTE STEERING COLUMN ASSEMBLY DIAGRAM

- 1-CAP ASSEMBLY
- 2-CONTACT ASSEMBLY
- 3-CAM-CANCELING
- 4-BRUSH
- 5-SWITCH ASSEMBLY
- 6-RETAINER
- 7-COVER
- 8-FASTENER
- 9-KNOB
- 10-LEVER
- 11-HOUSING
- 12-SCREW
- 13-SCREW
- 14-SCREW
- 15-SCREW



OLD CAR MATCH GAME

(Answers on Page 1)

Match car features in Column A with car maker in Column B

A

- 1-Turning center "Cyclops Eye" headlight
- 2-1955 Srato Streak OHV V-8
- 3-New "Holiday" hardtop for 1949
- 4-New ____ 1946 Sportsman's Conv. wooden bodied
- 5- ____ intro'd its 348 CID V-8 in 1958 cars.
- 6-1955 Autronic Eye light on Cadillac & ____
- 7-In 1948, Cadillas had new body style except the ____
- 8-New sweep spear side styling late convs. & Rivieras
- 9- ____ has "bombsight" hood ornament & no port holes
- 10-In early 1930's Packard's Light 8 '900' series was most inexpensive Packard until the arrival of the new Packard ____ in 1935.



B

- A-PONTIAC
- B-1948 TUCKER
- C-FORD
- D-OLDSMOBILE
- E-75
- F-OLDSMOBILE
- G-CHEVY
- H-1948 BUICK
- I-120
- J-1949 BUICK

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1957 Ford Thunderbird, gun metal ext, red int, black porthole top, red softtop, 351 Windsor, 4 barrel, front disc brake, AC, p/window, Bogeon p/steering, auto, cruise control, Alum rad, full hubcaps WWW tires. 50,000 miles \$51,500



1956 Ford Tbird, black ext, black & white int, black porthole top, 292 eng, 3 spd trans.

Rough but restorable. Not running project car. \$6,500



1967 Cadillac de Ville convertible, Ext Venetian blue, white int, p/ 6 way, 340 hp v8, turbo hydra- Matic, p/steering, auto climate control, cruise control, door locks, Am/FM radio, leather perforated for Extra comfort \$31,500



1964 Falcon Ranchero, gun metal ext, black int, 302 eng, auto, power bucket seats, p/steering, AC, Styled Wheels, Radial tires, tonneau cover. Restored. \$26,500

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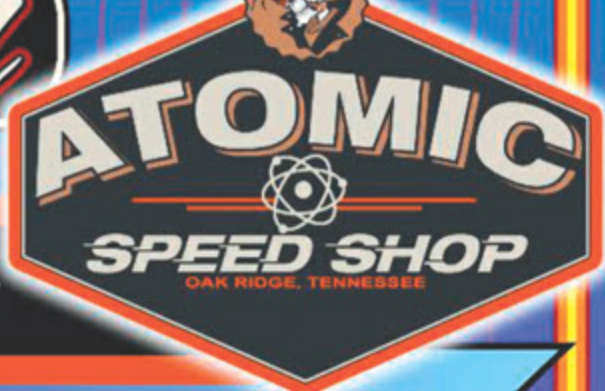
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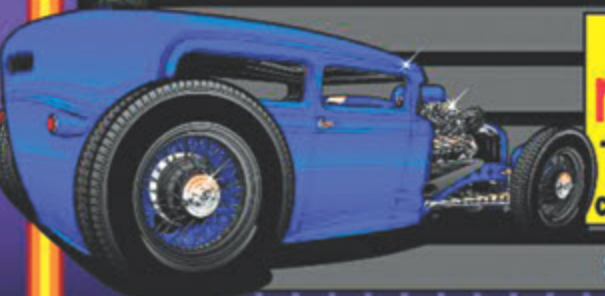


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