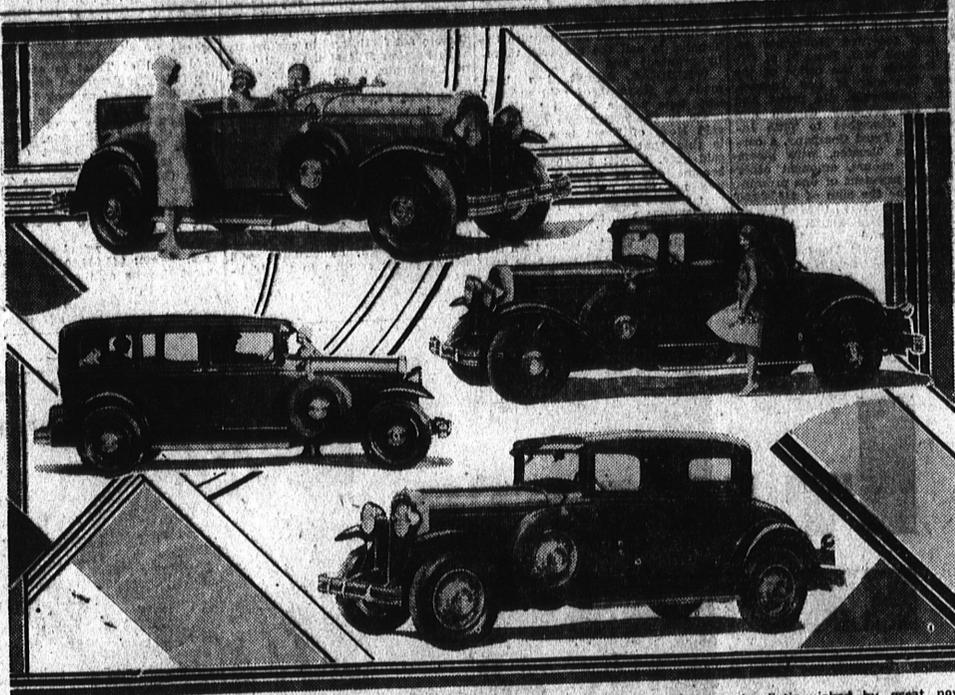


14 New Buick Models on Display



The new 1930 Buick which made its initial appearance at Buick salesrooms, everywhere last Saturday, is distinguished by great power, longer and lower bodies, and a longer wheel base. In the pictures shown upper left, the new smart roadster with cleverly designed body contour and very roomy. Center Right: the new coupe which is expected to prove very popular. Center left: four-door seven passenger sedan with commodious seating arrangement. Lower Center: four passenger coupe which has varied utility.

Offering sensational advancements that exceed every prediction made for it, the 1930 Buick line of 14 new motor cars is on display in the showrooms of Buick dealers everywhere this week. Greater power, longer wheelbase, lower, longer and more beautifully attractive bodies and innumerable mechanical improvements are among the many surprises awaiting viewers in the salesrooms of R. S. Flaherty, Torrance dealer.

That Buick in its 1930 line has achieved its outstanding triumph, both in outward appearance and mechanical excellence, is the enthusiastic opinion of everyone thus far privileged to view the new models. Sensationally smart in rakish new body lines, all models are also equipped with by far the most powerful motors Buick has yet built.

14 Models

The fourteen new models are divided into three series, known as the 40, 50 and 60 series. Series 40 embraces six models—five passenger two-door sedan, four passenger sport roadster, five passenger phaeton, two-passenger business coupe, five passenger four-door sedan and four passenger deluxe coupe. The series 50 is composed of a five passenger four-door sedan and four passenger coupe. Series 60 is made up of a seven passenger four-door sedan, five passenger four-door sedan, five passenger coupe, four passenger coupe, seven passenger phaeton and a limousine.

Additional power has been built into the new Buicks by increasing the bore 1/8-inch on all models, producing in the famous valve-in-head engine a power increase of eight per cent. Thus the motor in the series 40 develops 80 1/2 horsepower and the large engine used in the 50 and 60 series attains 90 horsepower. All models have an actual speed well in excess of 70 miles an hour.

Increased Wheel Base

The wheelbase in the 40 series has been increased from 116 to 118 inches. On series 50 models it has been lengthened from 121 to 124 inches and on the 60 models from 129 to 132 inches. In addition to the longer wheelbase, all models have been lowered approximately two inches, giving longer, low graceful lines that are eloquent of the surging power that has been built into the big overhead valve engine.

While retaining the Buick individuality of appearance, the lines and contours of the body have been refined to such an extent that the 1930 Buick is a distinctive creation. The radiator shape has been revised to give it a long, racy appearance. The margin of the radiator shell has been reduced to more slender dimensions and the radiator core has been protected with thermostatically controlled shutters. The car's beauty is further enhanced by an attractive molding. The nose of the front fenders has been dropped closer to the tires and smaller wheels, with stocky, wooden spokes have been adopted.

New Type Brake

Mechanically, adoption of a new-type brake is an outstanding contribution to the 1930 Buick advances. This is a mechanically operated four-wheel system of the internal expanding Servo type. This brake is the result of years of research to develop a safety device which would be protected against all adverse road and weather conditions. The new Buick brake is controlled by a patented hinge shoe construction, assuring smooth operation and the elimination of grabbing.

The new Buick semi-elliptic spring suspension with double-acting hydraulic shock absorbers is another noteworthy feature of the new car. The long springs give the car a free and easy swing which is controlled in both directions. They eliminate sharp rebounds and prevent the frame from striking the axle under the most severe road conditions. The double-acting shock absorbers are a new development and check the car on both bound and rebound. Their action is controlled by metering valves which insure uniformity of action under all road conditions.

That cost has been no consideration in making the 1930 Buick the finest car in the history of the company is evidenced further in the incorporation of double breaker arm distributors on all cars in the 50 and 60 series to insure proper timing of the large engine under all speeds and conditions. The carburetion system in the new Buick embodies two major improvements—the gasoline pump has been re-

designed and improved, and the low-speed carburetor adjustment has been eliminated. Each carburetor is accurately calibrated to give the best all-round results.

A remarkable ease of steering has been obtained in the new Buick by the use of an accurately made and fully adjustable worm and roller type steering gear. All road shock through the steering wheel is eliminated by a special road shock eliminator placed at the front end of the frame on the steering gear side. This device allows for a slight movement and in this way all road shocks are absorbed in the shock eliminator without being transferred to the steering wheel.

Chassis

The new Buick chassis is entirely new. The frame is tapered and is extra wide at the rear, making a much better support for the bodies. The double acting shock absorbers have made it possible to raise the cars one inch due to the fact that it is possible to use less ride between the frame and bumper on account of the movement of springs being controlled by the action of the shock absorbers.

An improved multiple disc clutch is used on all models, being easily adaptable to absorb the increased engine power in a smooth and positive manner. The centralized lubricating system has been retained.

Body

Bodies on all models are larger and have three-fourths of an inch lower roofs. Doors on the 1930 model are larger, giving better and easier access. All closed body interiors are unusually attractive and luxurious and new art metal smelting and vanity cases are provided in all sedan models and in the 58 and 68 coupes. Ash receivers are provided in all coupes except models 58 and 68 which have vanity cases. Tandem blade electric windshield wipers remain standard equipment on all closed models.

THAT CAR OF YOURS

After the new car has been driven a thousand miles, it is a good plan to tighten all body bolts, because by this time the padding placed between the body and chassis has had an opportunity to settle.

Possibility of the engine working loose from its supports is something that few motorists seem to consider. Subjected to varying measures of vibration, jolts and bounce over a wide variety of roads, it is not strange that the engine should work loose at times. It can create a great deal of annoyance under such circumstances. Even the slightest misalignment may cause serious trouble. Having the bolts tightened is too simple a task to allow it to go undone.

Electrical troubles are a source of endless annoyance to the touring motorist. Therefore start with an electrical system completely overhauled. The storage battery should be fully charged and filled with distilled water, while the terminals must be clean and tight. Since it is sometimes difficult to get fuses on the road, spare bulbs and extra fuses should be carried in the car. Regardless of the kind or make of brakes used on the car, it is well to oil all operating parts regularly even if it is only a matter of putting a few drops of oil on the threads of the adjusting nuts or on the parts which will greatly simplify the work of adjusting the brakes or of removing the bands for relining.

STATE PICNICS

IOWA

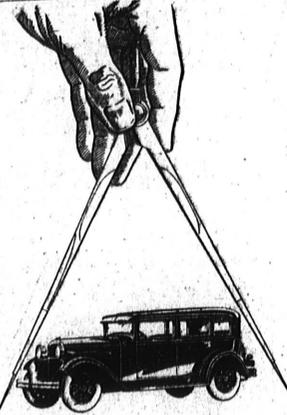
All the Hawkeyes of the West are included in the wide open call made by the Iowa Association of Southern California to meet in the mammoth summer picnic reunion in Dixie Park, Long Beach, 1929. The Association promises all the usual picnic attractions, such as the county headquarters, badges, coffee, program, and jolly sociability. Picnickers may carry basket dinners but there will be a good

COLORADO

President John Skillman of the Colorado State Society is announcing the annual summer picnic for all former residents of that state. It will be held all day, Sunday, August 11th, Sycamore Grove Park, Los Angeles, basket dinners at noon.

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What They Say About The New Ford Car!

This is letter No. 2 of a series the original copy of which will be found in the files of our office.

Torrance Herald TORRANCE, CALIF.

July 29th, 1929.

MESSRS. SCHULTZ, PECKHAM & SCHULTZ, Authorized FORD Dealers, Torrance, California.

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Very sincerely yours, E. J. Blickfeldt.

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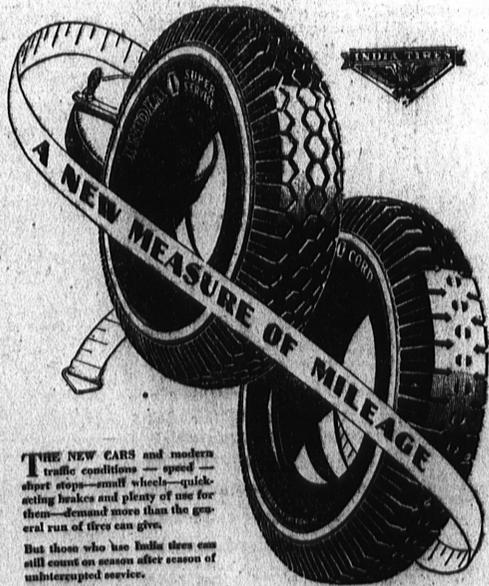
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