



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.

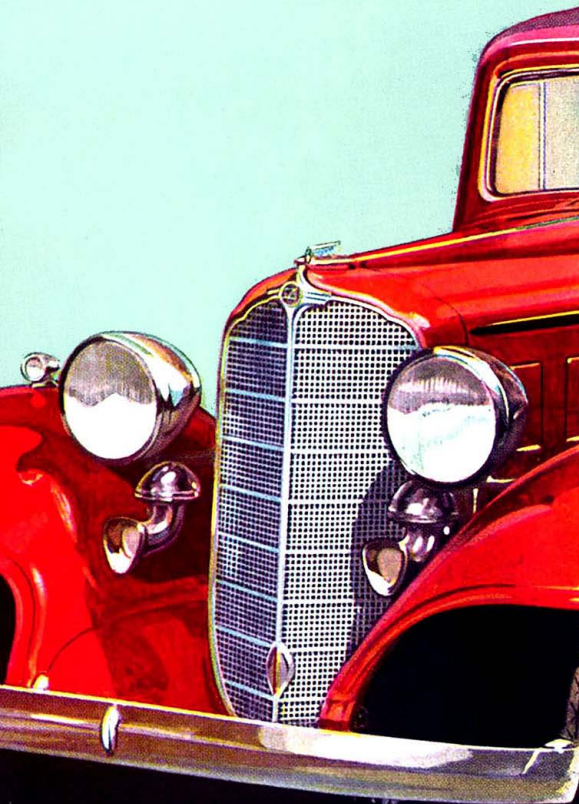
Buick's extra rugged chassis provides an even greater measure of the stamina that has enabled Buick after Buick to give 150,000 miles and more of satisfactory motoring.

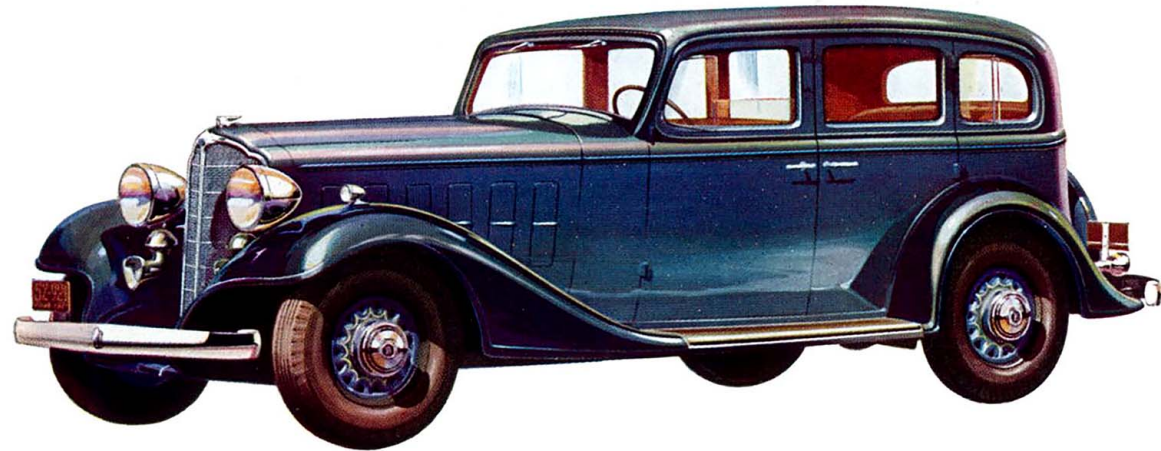
Buick's new and improved mechanical features, especially designed to make driving easier, more convenient, more automatic, impart the final degree of comfort and driving ease.

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.

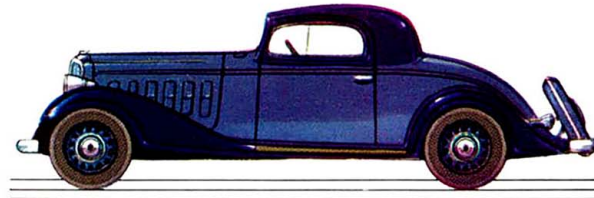
NEW WIND-STREAM LINES..



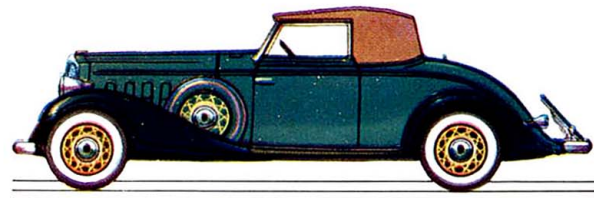


The Four-Door Sedan . . . Model Fifty-Seven—This fine Sedan is one of the five beautiful new Buicks in the 33-50 Series which bring the pleasure, the satisfaction and the economy of Buick ownership to thousands of families who want a moderate priced car. . . For example, it would be difficult for any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

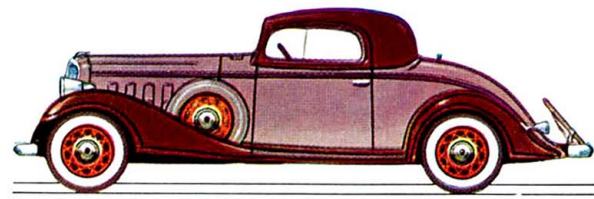
Carpets harmonizing in color with interior trim cover the tonneau floor. Arm rests, assist cords, ash receivers on each side of the rear seat, folding robe rail and carpet-covered foot rest and many other features combine to increase the comfort of this car. All in a quiet, restful atmosphere enhanced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



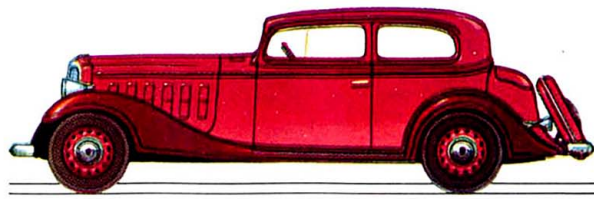
THE BUSINESS COUPE
Model 33-Fifty-Six with Luggage Space



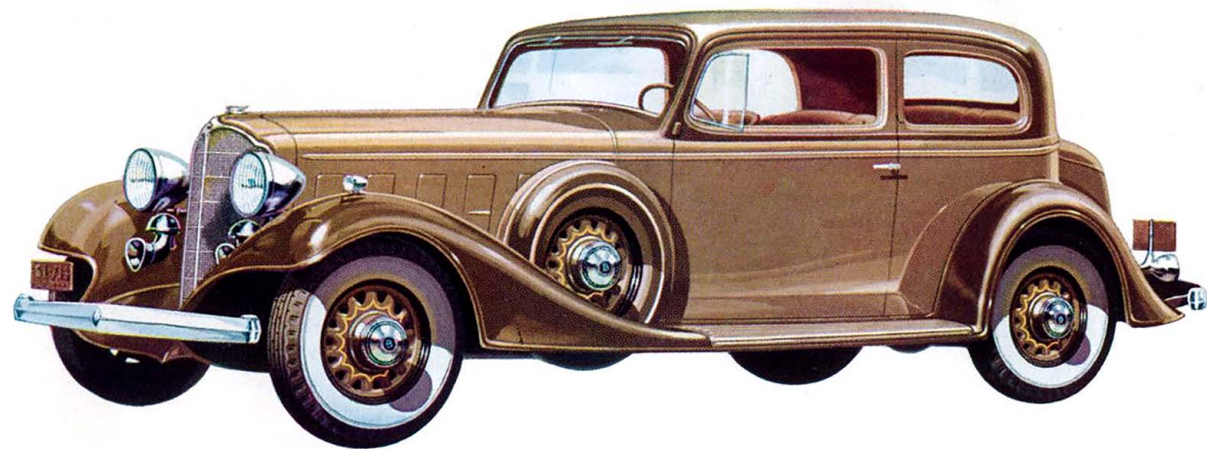
THE CONVERTIBLE COUPE
Model 33-Fifty-Six C with Rumble Seat



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

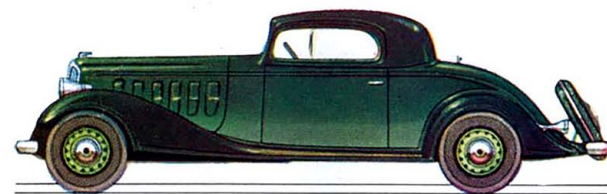


THE FIVE-PASSENGER VICTORIA COUPE
Model 33-Fifty-Eight with Built-in Trunk

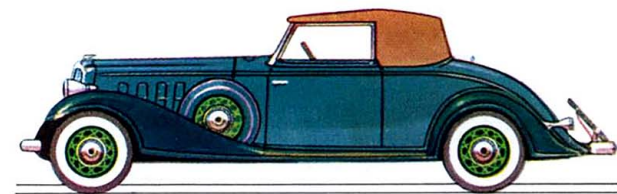


The Five-Passenger Victoria Coupe . . . Model Sixty-Eight—This Five-Passenger Coupe with built-in trunk is one of the truly fine cars which comprise the new Buick 33-60 Series. This group offers a variety of models from which to select an exceptionally smart and roomy car for business, personal or family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

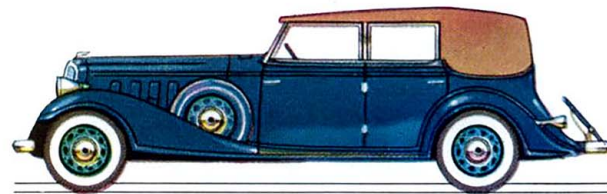
outstanding interior features of the model above are the new style of trimming which includes new-type arm rests, spacious pockets on both sides of the rear seat, and deep, comfortable, plain-type upholstery of whipcord or mohair plush, whichever you specify. Carpet-covered foot rest, assist cords, and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



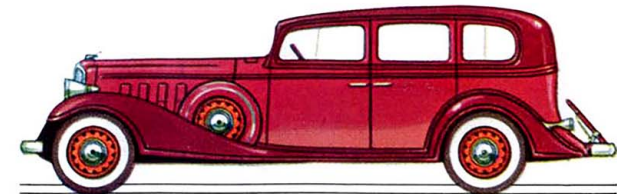
THE SPORT COUPE
Model 33-Sixty-Six S with Rumble Seat



THE CONVERTIBLE COUPE
Model Sixty-Six C with Rumble Seat

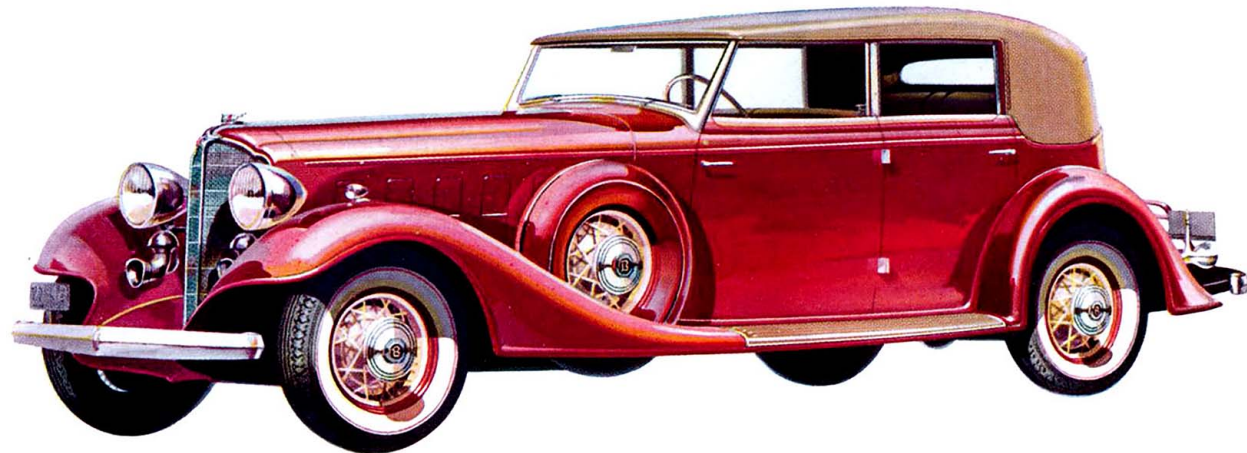


THE CONVERTIBLE PHAETON
Model Sixty-Eight C with Center Arm Rest



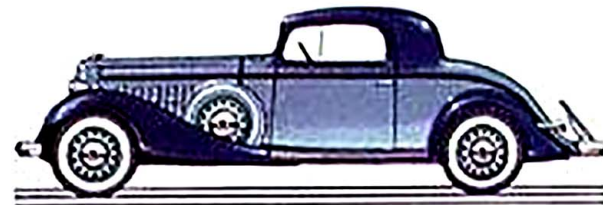
THE FOUR-DOOR SEDAN
Model 33-Sixty-Seven

S E R I E S 3 3 E I G H T Y



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.

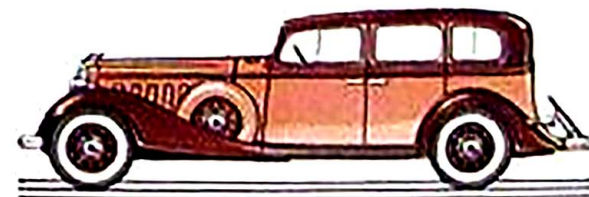
At your option, special whipcord or hand-buffed leather upholstery in colors to harmonize with exterior finish of cars. Arm rests are placed at the sides of the rear seat, and a folding arm rest is located in the center. Smart hardware, carpet-covered foot rest, and combination robe rail and assist handles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



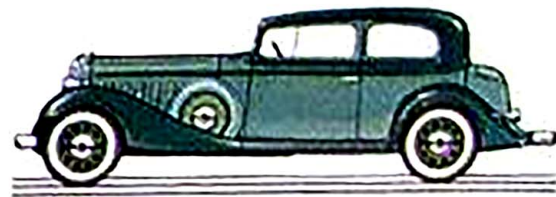
THE SPORT COUPE
Model 33-Eighty-Six S with Rumble Seat



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



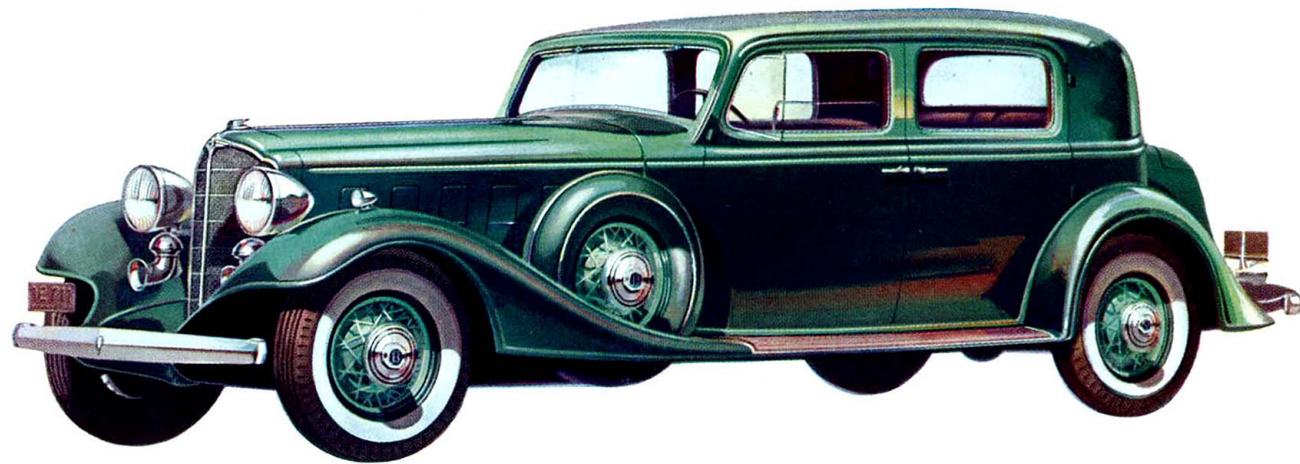
THE FOUR-DOOR SEDAN
Model 33-Eighty-Sevens



THE FIVE-PASSENGER VICTORIA COUPE
Model 33-Eighty-Six with Built-in Trunk

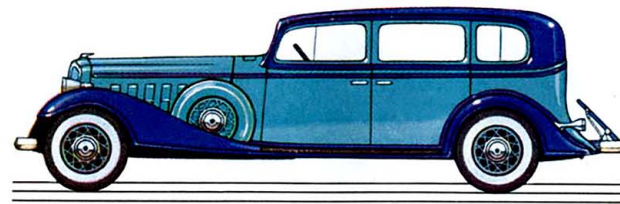
130 INCH WHEELBASE

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

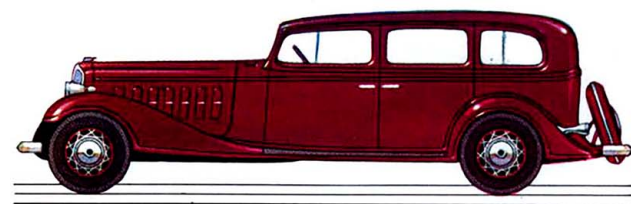


The Club Sedan . . . Model Ninety-One—The Sedan shown above is one of the most popular cars in this Series. It has a special appeal to those accustomed to thinking of motoring in terms of luxury, comfort and smartness combined with superior performance. . . . Deep cushions and high back upholstered in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

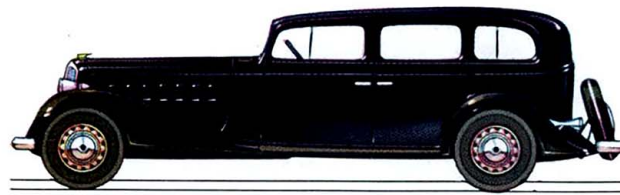
ence, provide restful ease. Side arm rests and a folding center arm rest further contribute to relaxation. Comfortable auxiliary seats have double folding backs. Thick velvet pile carpets cover the tonneau floor. Interior appointments also include robe rail, carpet-covered foot rest and concealed, silk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



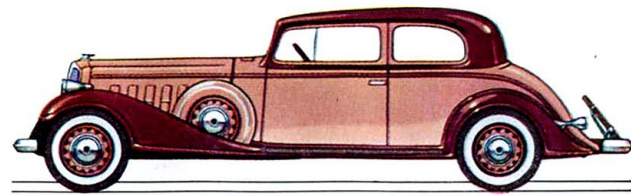
THE FIVE-PASSENGER SEDAN
Model 33-Ninety-Seven



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

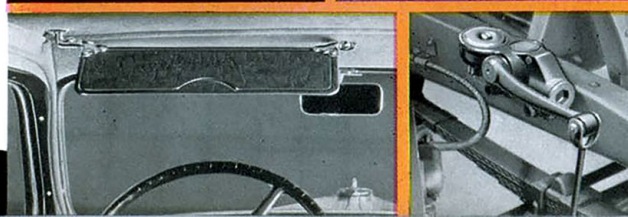
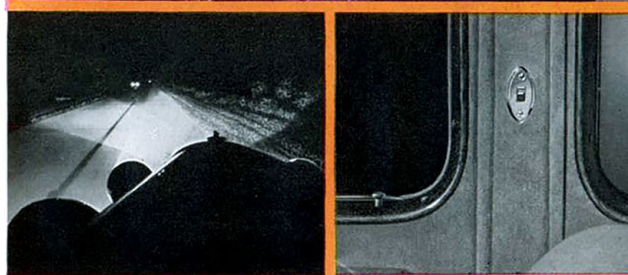
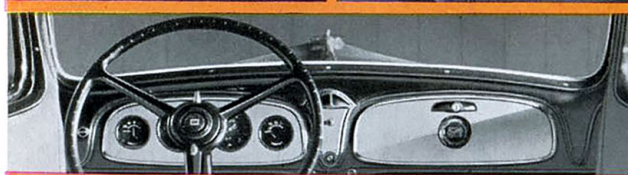
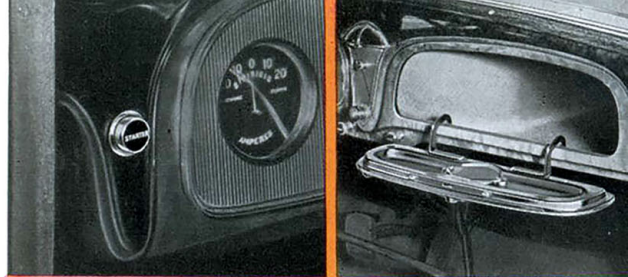
The **1933 Buick Instrument Board** includes new aviation-type instruments mounted directly in front of the driver. The pointer-type speedometer; water temperature indicator; electric gasoline gauge; oil pressure gauge and ammeter are easily observed through the three-spoke steering wheel. All instruments are indirectly lighted for night driving. There is also a strong, direct light in the center of the board. At the right is a spacious parcel compartment. In the center are the ash receptacle and cigar lighter.

Multibeam Lighting, in addition to the conventional high and low beams, provides a safe and adequate beam for passing cars, giving full illumination to the right hand edge of the pavement or ditch without glare to passing cars.

Inside Door Locks. New-type push button control for door locks permits convenient locking of all doors from the inside of the car.

Driving Vision has been Further Improved by lowering the rail across the cowl, and by raising the windshield header bar. Windshield wipers, fully concealed when not in use, add further safety because of the unobstructed vision of the driver. Improved bracket construction of the larger sun shade permits shading from front or side.

Inertia-Type Automatic Shock Absorbers entirely eliminate the manual ride regulator, and automatically control the ride to suit varying road conditions. The new Buick can be driven over all roads with the greatest degree of comfort.



NEW COMFORT AND DRIVING EASE