

BUICK

THE
MAGAZINE
FOR THE
IN
CROWD

Six famous models
look at six
famous models

The tuned car,
Stage II

A visit to the Buick
Sports Hall of Fame

Five ways to put
a song in your heart

An album of
family wagons

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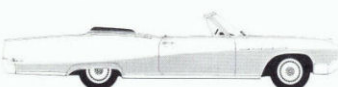


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BUICK

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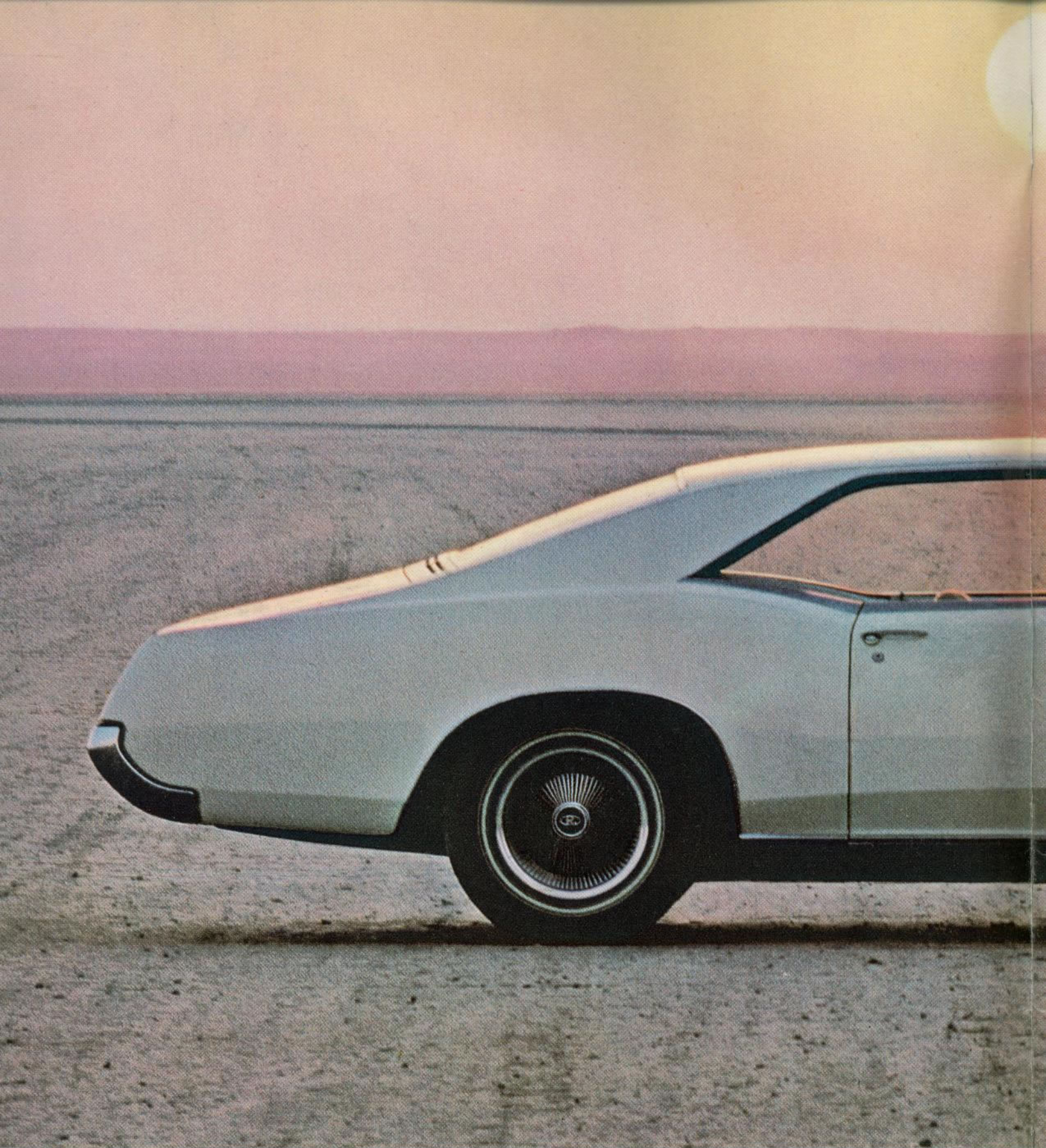
Buick Motor Division reserves the right to change models, equipment, options or specifications at any time during the 1967 model year. Some of the equipment shown on cars throughout this book may be optional at extra cost.

Basic value in an automobile is something everybody understands. However, the intrinsic safety of an automobile is hardly, if ever, mentioned. Certainly Buick is providing everything in quality, dependability, value and reliability possible. Safety is an intrinsic part of everything engineered into Buick. In 1967, we continue to bring you a car that is engineered and designed with your security in mind. In addition to the basic safety concepts which are under the skin here are some of the more notable features you should know about.

- Front seat shoulder belt anchors
- Padded instrument panel
- Padded sun visors
- Four way hazard warning flasher
- Dual master cylinder brake system with warning light
- Dual speed windshield wipers
- Windshield washer
- Backup lights
- Outside rearview mirror
- Tire safety rim
- Pushbutton seat belt buckles—front and rear
- Energy absorbing steering column
- Passenger Guard door locks—all doors
- Folding seat back latches (wagons and two-doors)
- Inside day-night mirror with shatter resistant vinyl edged glass and breakaway support
- Lane change feature incorporated in direction signal control
- Corrosion resistant brake lines
- Energy absorbing steering wheel
- Energy absorbing instrument panel with smooth contoured knobs and levers
- Soft low profile window control knobs, and coat hooks
- Front seat belt retractors
- Safety door latches and hinges
- Uniform shift quadrant (PRNDL)
- Thick laminate windshield
- Reduced glare instrument panel and windshield wiper arms and blades

There's a long list of optional features which can enhance the individuality of your new Buick and increase the comfort and enjoyment you receive in the coming months and years. These when used with good sense and safe motoring practices will help make your driving safer and more enjoyable. Your safety is important to us . . . make it important to you, too!





SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

RIVIERA.
The tuned car, Stage II.



Riviera, the luxury car from Buick.
An automobile whose styling, performance, ride and handling
have been honed to a fine edge attained by few of the world's automobiles.

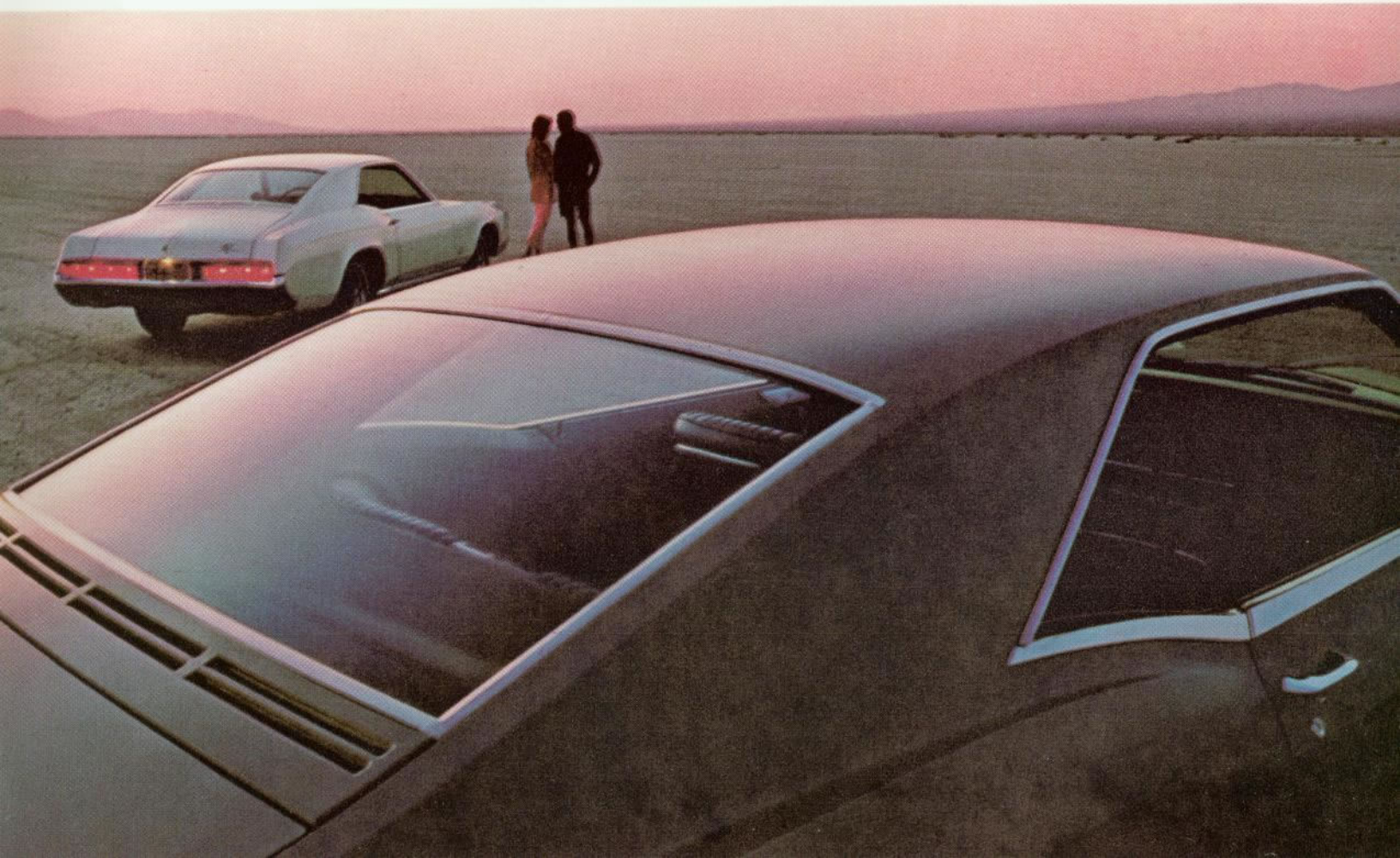
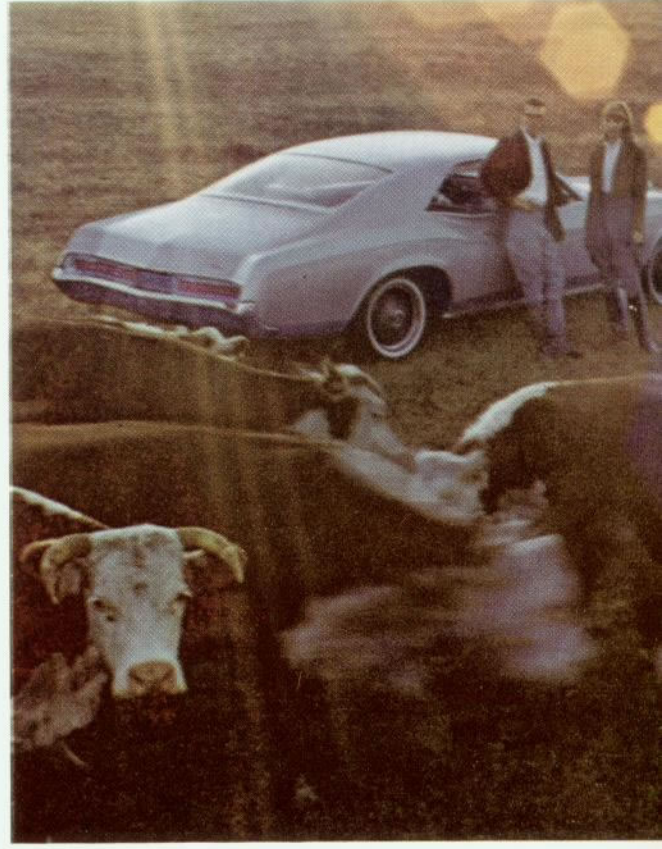
Riviera, a car that is as young as it is luxurious.
An automobile as much at home in Mallorca as Manhattan.
An international favorite.

Riviera.

Look at it. Imagine yourself in it. Imagine that it's yours.
You see how eloquently it would speak for you.

Riviera, the tuned car.

The tuned car:
for people in tune with the world.





Riviera is the car in tune with today's world.
It's as exciting and dynamic
as the people for whom it is built.

A 430 cubic inch V-8 engine is standard equipment,
delivering 475 pounds/feet of torque, 360 horsepower.

Translated, those prosaic figures mean
Riviera has enough power to make the Rockies
seem like the desert flatlands.

And Riviera's 119-inch wheelbase, extra width, and
rugged suspension make roads that ordinarily
would feel like the Rockies
as smooth as a satellite's orb.

Look closely. Do you see what's missing?

That little triangle at the corner of the front windows.

The '67 Riviera is minus vent windows.

To make you look better from without and see
better from within. And for ventilation,
vents forward of the hood bring outside air into the car
and a rear grille lets the stale air escape.

Riviera's standard equipment is detailed fully
elsewhere in this magazine (page 56), but for an idea
of how complete this automobile is, here are a few
of its features:

Power steering. Power brakes. Automatic transmission.
Tilt steering wheel. Carpeting.
Padded instrument panel and sun visors.
Back up lamps. Front and rear seat belts.
And more. Many more.

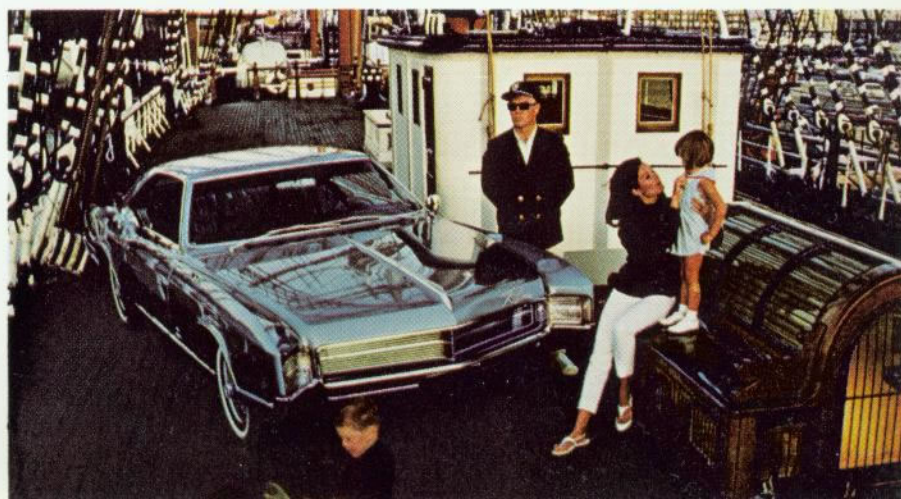
The Riviera GS?

The Riviera, but a little more sporty.

The car for those who want their Rivieras
even more special.

With a 4-barrel Quadra-Jet carburetor, heavy duty
suspension, positive traction differential,
and available with 15.1 ratio steering.

Now you know what we mean when we call this the tuned car.
It's the car tuned to you.



CONVERTIBLES
TO PUTA



SONG IN
YOUR HEART



These are the melodies that build our '67 Buick Convertible rhapsody. The soft caress of summer sun . . . a vaulted roof of stars . . . the sigh of wind in the trees . . . the rhythmic chuckle of rolling tires on warm pavement, all are preludes to that certain time when you climb into your new convertible by Buick and drop the top. It's a great, free feeling that must be experienced. It's a feeling that truly puts a song in your heart.

Electra 225 . . . Bolero in sophistication. The subtle throb of power, sparkling embellishments on style, luxury in custom interiors, these are all a part of Electra 225, the ultimate in convertibles. Now, slide into foam-padded comfort. Peel back the top and feel the freedom of the great outside. Touch the array of controls to answer every command. Start it. Drive it. Now you know real roadability . . . true handling ease. Now you know how it feels to ride under the sun and stars, secure in the knowledge that the 360-hp engine and Super-Turbine transmission will respond to your needs, instantly. This is integrity in a fine automobile. This is cushioned comfort. This is romance on wheels . . . convertible living set to music. This is Electra 225.

Wildcat . . . Serenade to people on their way. Wildcat pulses with response and agility on the road in any model. But, put a convertible top on it and you've got light-

hearted living with flair. The style and sweeping lines seem to put it in motion even at rest. It's a car for people on the move . . . for people going places. Take to the road and feel the tickle of 360-hp touch your toes. Catch the evening breeze at the flick of your finger and open the cabin to the star-studded blackness of soft summer nights. Feel the positive control and handling ease as you sweep into a curve on the highway. Sense the soft envelopment of padded cushions, spacious roominess and finger-tip convenience. It's all a part of Wildcat, tuned to perfection . . . the going-places machine.

LeSabre . . . Ballad to the girl next door. Popular, all-American beauty arranged with comfort, style and fine taste to reflect quality in every line, this is a LeSabre convertible. Look at the lines. Touch the fine finish. Delight in the sleek accents in steel and chrome. Slip into spacious inner comfort on padded cushions. Put down the top and experience the feeling of youthful freedom. These are magic moments with carpet soft on sand-flecked feet . . . happy



moments with a seabreeze whipping your hair . . . quiet moments in the dappled shade of tree-lined boulevards. Under it all, rests a spirited 220-hp power plant and Buick integrity. Nowhere else can such full-sized style, comfort and roadability be packaged at the price. You and

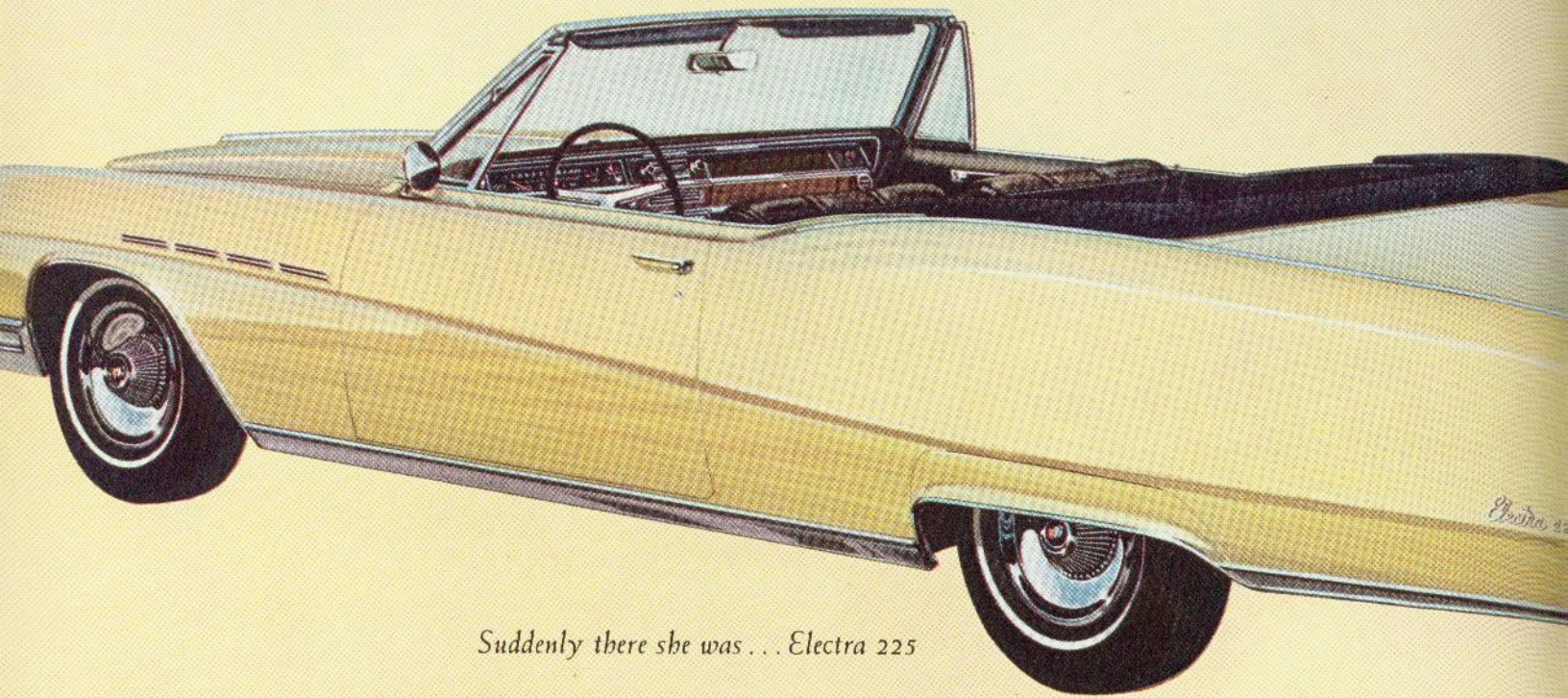
LeSabre were meant for each other and in her convertible mood you'll love her.

GS-400 . . . Speaks in the language of jazz. Riffs and ripples from a brassy, sassy baby that performs . . . in spades. Hit a few hot licks and listen to the down-deep, tones of 340 horses under the deceptively simple bonnet. Climb behind the wheel and sink into a bucket seat just made for you. All the keys are at your fingertips so play a little counterpoint with the nimble-footed handling ease and instant response



of the controls. Baby, this is life in the great outdoors. This is movin' music. It's music you can feel. This is a machine to take you way out and back again. "It's in." It's the Buick GS-400 . . . the convertible with soul, man.

Skylark . . . Swing with a swinger. It's the popular Skylark convertible that sets a trend in style, tone, size and performance. The dash and color are all strictly Buick, but the price is less than you'd think. Up to 220 horses in V-8 harness put you right on the road for those moonlight spins. The big surprise is the comfort and ride, so much like the big Buicks. Skylark's fast on her feet, too, with a personality all her own. She'll match your mood whether it's family fun or a quiet ride with your special girl. If you're going to pick a swinger, pick the most popular swinger . . . Skylark.

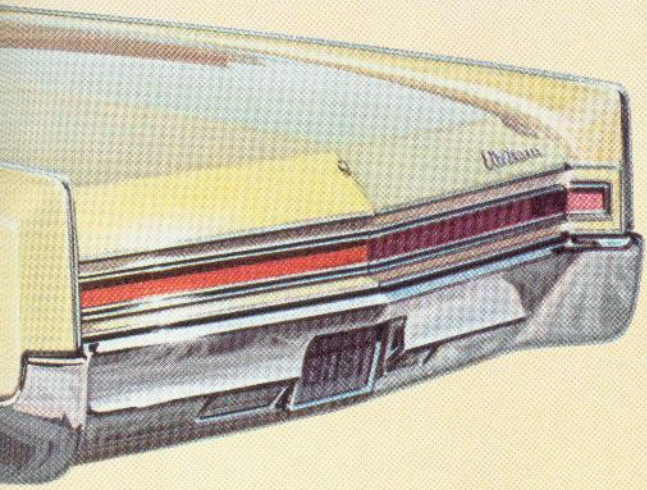


Suddenly there she was . . . Electra 225



Spring was never like this . . . Wildcat

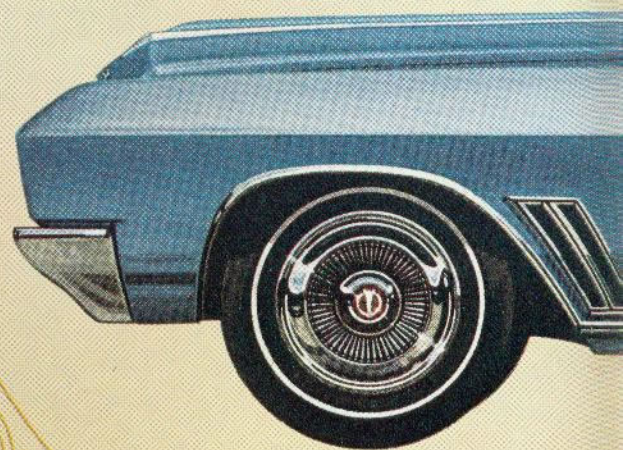
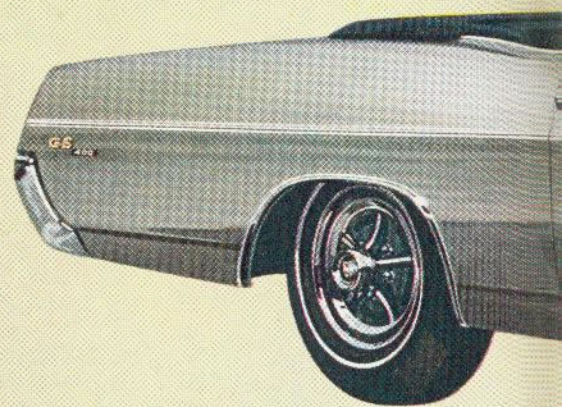
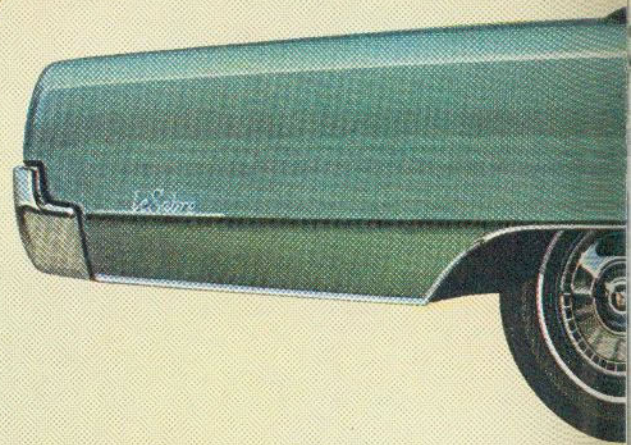
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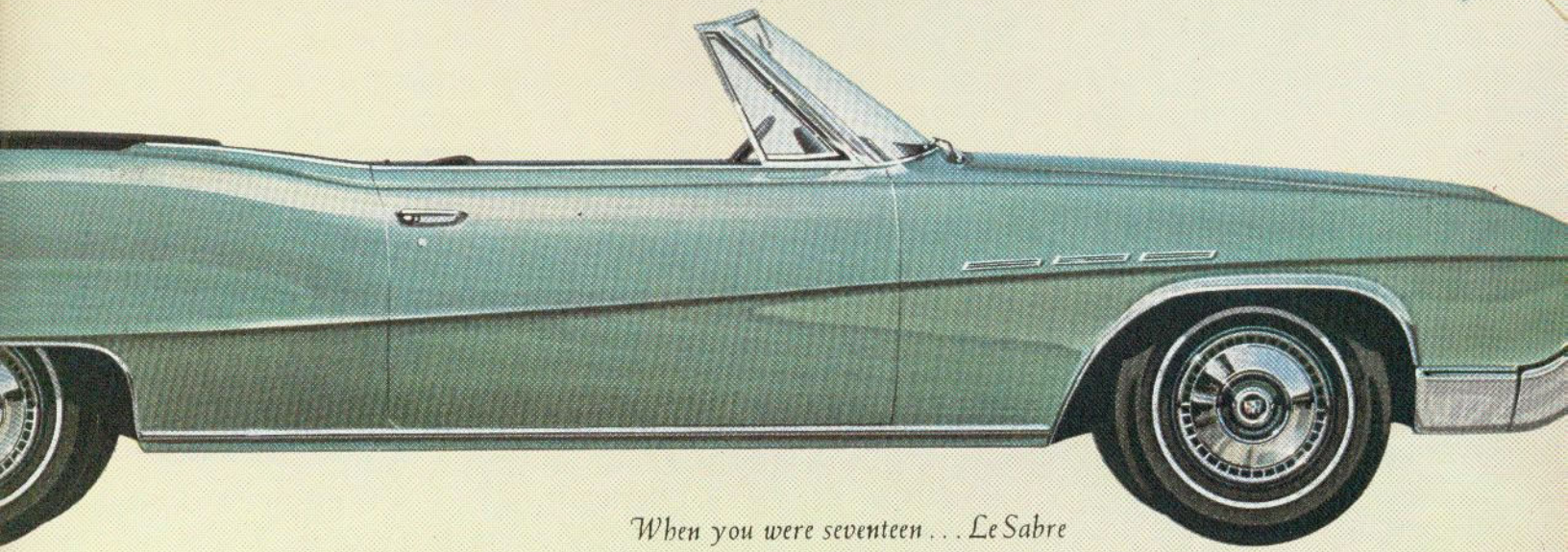


*Love
at First
Sight*



To Steal
Your Heart
Away

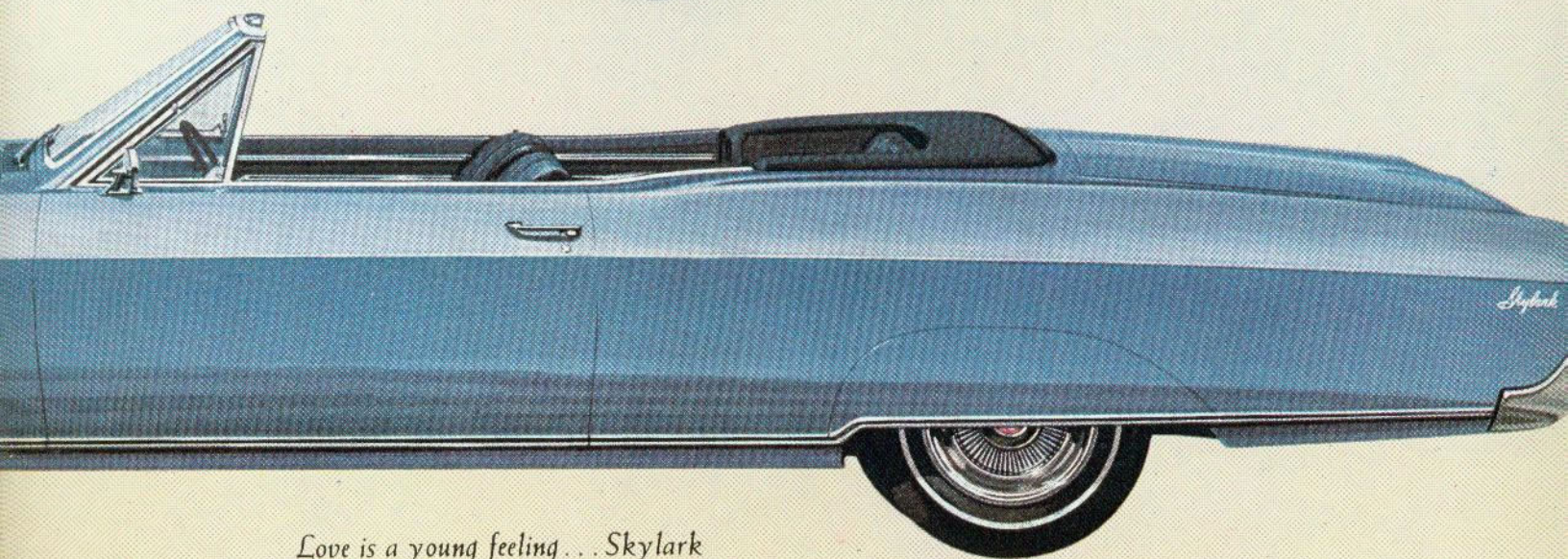




When you were seventeen . . . LeSabre



One of life's great passions . . . GS-400



Love is a young feeling . . . Skylark

(Some of the equipment shown on the cars illustrated is optional at extra cost.)



An Editorial

Safety is one of the major concerns of every automobile manufacturer . . . especially Buick. The 1967 Buicks are built to get you where you're going as comfortably as possible, as efficiently as possible, as stylishly as possible, and as safely as possible.

Drive a '67 Buick. The smooth ride you enjoy means more than comfort. It means protection—protection from sudden pits in the road—protection from unexpected curves. Listen to the quiet. Noises that are always annoying aren't there. They're literally built out!

Look around you. At how much visibility you have. At the rugged safety glass windshield. Check under the hood. At an engine with enough power to take you safely up the steepest mountain. To match the rush of turnpike traffic as quickly as is needed.

Tires, drive train, suspension, interior, exterior, windshields—every part of every Buick is designed to do more than look good.

That's what safety means to Buick. Protection for you and your family.

4-way Hazard Warning Flasher

Many accidents occur because of poor visibility or the inability of a driver to see a stalled vehicle on the road until it's too late to avoid a collision. The 1967 Buick has a new hazard warning system that provides unmistakable warning to on-coming motorists. The driver of a stalled vehicle actuates the system by a switch located at the right side of the steering column. This causes all four direction signals to flash simultaneously—just like the lights you've seen on service station trucks. It's also a good way to draw attention to your predicament. Once you're safely moving again the system automatically shuts itself off.

Brakes

1966 gave us plenty of reasons to be proud of our brakes. In the Pure Oil Performance Trials Buicks came in first in two classes of braking compe-

titions and finished second in another. A Buick Special V-6 was also awarded a Gold Cup by Popular Science Magazine for braking performance. Quite a record. But that was last year. This year we have even more to be proud of. On Wildcat, Electra and Riviera—we've doubled the number of fins on our aluminum front brake drums and added ½ inch of length to the shroud which helps keep brakes cool under the severest braking conditions. We've also increased the size of our power brake vacuum booster to give you a 40% greater power assist, and developed a new brake lining material with improved fade resistance for turnpike speed effectiveness.

Improvements on our LeSabre, Skylark and Special series follow a similar pattern—larger power booster and improved lining material with finned alloy iron front drums. For Sportwagon and GS-400 aluminum-finned front brake drums are a brand new feature.

All 1967 Buicks feature dual master cylinders which operate the front and rear wheel brakes independently but from the same pedal and in synchronization. Loss of fluid in either system



is indicated by a warning light. The system then isolates either the front or rear brakes leaving the others operable to stop the car. To maintain brake system longevity, corrosion resistant brake lines further reduce the hazard of fluid loss due to age or wear.

Lane Changing Feature

Nothing is more annoying (or misleading) than to follow a driver for miles who's not aware that his turn signal is still on after making a lane change. In order to take the burden off the driver, Buick has expanded the use of the conventional turn signal. When a driver wants to change lanes he simply holds the turn signal lever down or up. When he's safely in his new lane, he releases the lever and it returns to the off-position.

Seat Belts

This year Buick offers both front and rear push button seat belts as standard equipment. As an added convenience front seat belts will have

retractors and both front and rear belts will have push-button buckle releases. You can also specify shoulder belts for the driver and front seat passenger, now, since shoulder belt anchors are a basic part of the standard equipment.

Many Other Safety Features

Briefly we'd like to mention some of the other more noticeable safety features on all '67 Buicks.

An outside rear view mirror and a day-night inside rear view mirror with shatter resistant vinyl edged glass and breakaway support are standard. You also get as standard equipment a padded instrument panel, padded sun visors, back-up lights, and thick laminate windshield glass with higher resistance to impact. And also windshield washers and dual speed wipers with brush finished wiper arms for glare reduction, are standard.

Locks too have taken on a new safety image. When the safety door lock knob is pushed down, none of the doors can be opened from the inside or outside until the locking knob is manually pulled up. Door

handles are reinforced and latches feature fork bolt locks.

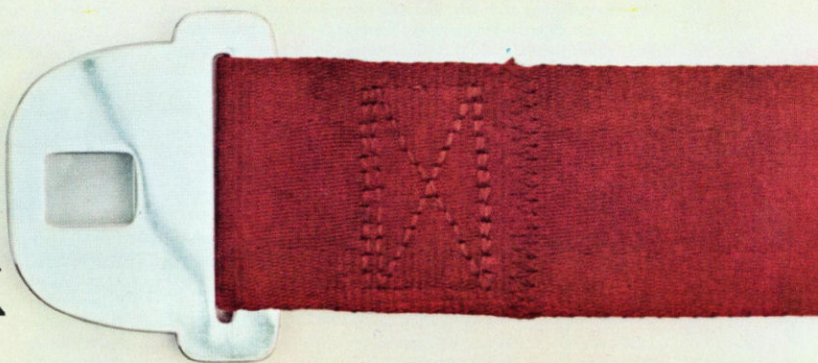
The '67 Buicks are equipped with a safety feature that ought to please housewives particularly. Latches are provided on all split back seats to keep them from tipping forward when the driver makes a quick stop.

Loads of other features, too! Control knobs for radios, wipers, lighter and heater are larger and have been restyled with rounded edges into the energy absorbing instrument panel for added protection.

Transmission shift lever knobs have been restyled for the same reason and a uniform shift quadrant (PRNDL) means you won't mistakenly shift from forward to reverse. The energy-absorbing steering column, a new GM development, can telescope up to 8 $\frac{1}{4}$ " under severe impact.

To wind up the safety feature parade, Buick for '67 offers: redesigned locks throughout the entire car with increased numbers of key and lock combinations to discourage theft; soft vinyl coat hooks; low profile window knobs; reinforced door hinges; bolts for back seats for more positive retention; and, tire safety rims. ■

**SAFETY:
THE SUM
TOTAL
OF BUICK**



The Fashionable Two-Doors

(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL, AT EXTRA COST.)

AS SEEN BY SIX FASHION MODELS

Electra 225



Our answer to those who think high fashion is haughty fashion. Electra 225 is the luxury car built for the man or woman young enough to enjoy a luxury car. It's as fresh and vital as the owner it's built for. Its look? Low. Lengthy. A look of motion, even at rest. A look that begins with a newly designed roofline, sweeps aft from unique grillework, ends with a new deck lid and port-to-starboard taillamps. Its cabin? A pleasant retreat. With more than 40 inches of leg room, 38 of headroom, 60 of shoulder room. With carpeting that climbs partway up the doors. (Custom models have wood grained door moldings. With power steering, power brakes, automatic transmission, electric clock, and many other standard items. If you can think of some additional feature you'd like that isn't standard on this Electra 225, just ask. It's probably available, too. Now add horses. 360 horses corralled in the new 430 cubic inch engine. Harness to a Super Turbine automatic transmission, turn the ignition key, and move out in a way you'd never expect in a luxury car. Electra 225 haughty? Stodgy? Never. See for yourself. Try either the Electra 225 or the Electra 225 Custom for yourself. Whichever Electra you choose, wear it in style.

Wildcat



Say its name again and you'll sense how it's meant to be worn. Wildcat. It's as low, long and sinewy as its namesake. With more power. Wildcat. How can we describe the Wildcat fashion? Its looks are all its own; there's nothing quite like it on the road. You don't buy clothes that look like everybody else's . . . why buy a car that does? Be sure you notice its grille. It's almost as wide as the car and as striking. Notice the taillamps: two horizontal bands extending from one side to the other. The car between grille and taillamps? You won't have any trouble noticing that for yourself. Inside our car? Luxury the likes of which the animal kingdom has never seen. Seats that are contoured to fit you . . . your shoulders, your back, your legs. Carpeting that's made for bare feet, on the floor and on the door panels. Room for a family of giants. Wildcat's 126-inch wheelbase gives you room to stretch out in, 37 inches of head room give even your rear seat passengers room to sit up in.

Standard equipment? Start counting with finned aluminum front brake drums and 15 inch wheels. Include loads of other important features. But save the best for last: the new 430 cubic inch V-8 engine. It's standard on Wildcats, including the Wildcat and Wildcat Custom Coupes. 360 horsepower . . . standard. 475 pounds/foot of torque . . . standard. There's a lot more we could tell you about the '67 Wildcats, but why spoil the fun of trying one on for yourself? Go ahead. You won't regret it.

LeSabre



A high fashion original for those who think they can't afford one. What makes the 1967 LeSabre a true American original? To answer one question with another: what other automobile offers as much for as little? There's nothing puny about LeSabre. It spans more than 18 feet in length. Its width reaches nearly seven feet: six feet, eight inches, to be exact. Its wheelbase stretches a full 123 inches. There's nothing lacking about LeSabre. We didn't skimp in size and we didn't skimp in content. If it's standard equipment you want, LeSabre's riding room is replete with it. Nylon-blend carpeting. Fore and aft seat belts. Padding clad instrument panel and visors. Heater. Defroster. Inside and outside mirrors. Brakes that adjust themselves. And many equally impressive and important et ceteras. There's nothing petty about LeSabre's under-the-hood features, either. If its size and equipment don't get you, the way it handles will. A 340 cubic inch V-8 delivers everything you'll need. And LeSabre's size pays off again in smoothness, in sure-footedness, in riding comfort with a capital "C". There's everything high fashioned about the looks of our coupes. LeSabre and LeSabre Custom. Look. At the sweep of the side. At the breadth of the grille. At the taillights. At a car that's a lot more car than you'll have to bargain for.

GS 400



You'd expect a new addition to the line of Buick fashionables to be exciting and dramatic . . . and you wouldn't be wrong. The GS 400

is all you'd expect, plus some. New? Yes. Exciting? Yes. Dramatic? Yes. Original? Appealing? Built for the good life? Yes. Yes. Yes. Add the sporty to the elegant and this is what you get: the new, young GS 400. The excitement begins behind the full-width grille. Below the Gran Sport hood scoops. With a 400 cubic inch engine. Eight cylinders and a four-barrel Quadrajet carburetor deliver 340 horsepower and 440 pounds/feet of torque. You want a real road machine? You've got it. Inside? That's up to you. All-vinyl bench seats and three on the floor are standard. But you can order a three or four speed stick in a floor console, or optional bucket seats and a full length console or column shift with a Super Turbine automatic transmission. Add options to standard equipment and you've got enough to build your own custom automobile before it ever leaves the factory. What's standard? Carpeting. Padded dash and visors. Heater and defroster. 6,000-mile lubed front suspension. Delcotron generator. 14-inch wheels. Seat belts up front and in the rear. Dual speed windshield wipers and windshield washer. Plus many other features. And as if the GS 400 isn't exciting enough inside, just step outside and take a look. Recessed taillamps. Full wheel openings accented with chrome. The new grille. The hood scoops. Everything in the GS tradition. But in a way, a unique way. GS 400. Coupe and Sport Coupe.

Skylark



Just the car to wear anywhere. You'll look as good as you would if you were driving something costing \$10,000 more. And you'll look shrewder because you didn't dish out the extra dollars. With a car as young and good looking as this, who needs to spend more money anyway? Take it to the Smokies or the Rockies. Good looks isn't all you get in a Skylark. It's brawny enough to take on the toughest terrain. And handles easily enough to let you enjoy every inch of the way. Take it to Grandma's. There's enough room for the whole family, plus a bundle of baggage. More than 36 inches of headroom in the rear. More up front. And almost five feet of shoulder room. (Now, who do you know that wide?) Take it to the gas pump. Seldom. Skylark's 235 cubic inch V-6, standard in the Thin-Pillar Coupe, won't burn up the fuel. And, that goes double for the 210 hp, 310 cubic inch V-8 that's standard in the Sports Coupe. Take it anywhere. Enjoy it everywhere. It's built that way . . . to suit you. Which is why Skylark's standard equipment includes so many important items and more options available to individualize your car than ever before. (All the equipment's listed on Page 58. For the hardtop and the coupe. You're in for a

pleasant surprise when you read it, too.) Take the 1967 Skylark with you wherever and whenever you go. Driving has never been so good.

Special Deluxe and Special



A Sunday-go-to-meeting. Saturday-go-to-picnic outfit for the young family. Put two good size sofas end to end and you've got a pretty good idea of how long the Special De-

luxe is: 17 leg-stretching feet. And it's nearly as wide as one of those sofas is long: six and a quarter feet. Try that on for size some afternoon with a catnap. (You'll notice the seats are like sofas in more ways than one.) While you're relaxing, check out the rest of the Special Deluxe interior. We call it a "ridingroom," and we build it like a livingroom. The Special Deluxe wall-to-wall carpeting is soft enough and thick enough to comfort the weariest soles. And it's tough enough to stand up to the scrapes and splashes of an army of kids. Plenty of standard built-ins, too. A heater and defroster, dual arm rests, ash trays, cigar lighter, and courtesy lamps head the comfort list. Front and rear seat belts, dash and visor padding, inside and outside mirrors, directional signals, self-adjusting brakes, step-on parking brake, back-up lamps, dual-speed wipers, and windshield washer are there for your peace of mind. And many more features are included to make the Special Deluxe just the car you need. That's all inside. Outside? Just look for yourself. How would you describe it? Young? Impressive? Smart? It's all that. It's more. It's whatever you want your car to be. It's a youthful, impressive automobile—from the new, full-width grille to the recessed taillamps. Add the available GS package like the one pictured below and you've got something unique in style. The distinctive grille, GS emblems, a hood molding and side treatment provides sleek accents to an already fine design. And it's just as young under the hood. A 225 cubic inch V-6 is standard equipment on all Specials and Special Deluxe 2-door models. Hitch those horses to the three-speed stick on the column and you can stand up to anything. Especially the gas pump. One more thing. Many people ask for low-priced economy in a luxury Buick. For them there's the 1967 Special. It's just what its name implies: the 1967 Special with those touches that set it apart from other low-priced cars. See for yourself. Special. Special. Special. The 1967 Special really is.



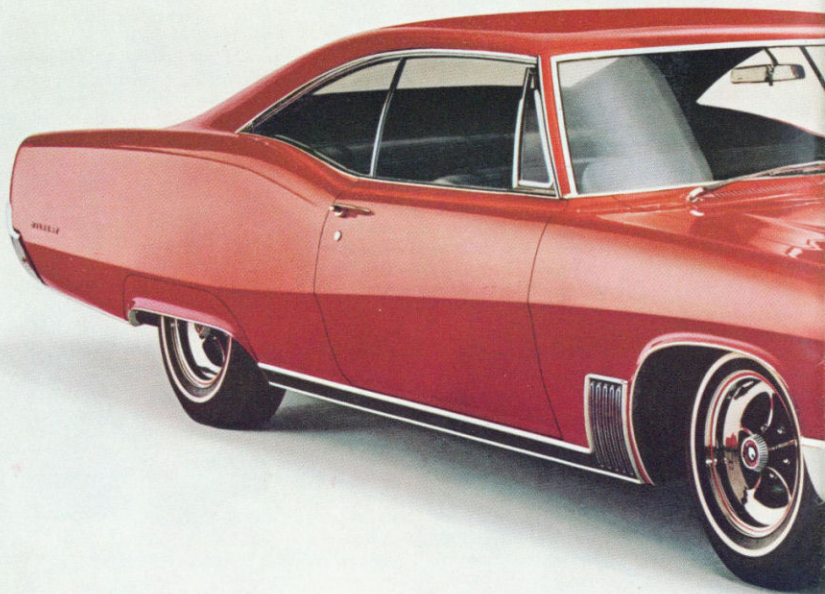
(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

The Electra 225 & Suzy Parker

"When I was in school,
I knew a boy whose name was Buick
... Buick Jackson or Johnson
or something.
Anyway, he was named Buick
because he was born on the way
to the hospital
in the back seat of his father's Buick.
You've got to admit he was lucky.
Buick's a good name.
I've heard Buick Jackson
... or whatever it was ...
is quite a success.
"A woman should think of her car
as a personal accessory
like jewelry.
She doesn't wear just any
piece of jewelry
and she shouldn't
wear just any kind of car.
When you're in a car,
you're really wearing it
and people's opinion of the car
is their opinion of you.
"To me Buick is like a fine piece
of jewelry.
It looks good;
it has fine architectural lines.
But it's even nicer inside.
It's nice to drive,
but it's a lot more fun
just to ride in and enjoy."



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY OSCAR DE LA RENTA, HAIR BY INGRID OF KENNETH, JEWELRY BY J.K.L.





(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY PAULINE TRIGERE, HAT BY EMME.



The Wildcat & Wilhelmina

"I know cars quite well.
I know what they should be
and what they are.
Buick is a very good car;
it is strong, but quiet.
I can sense its strength and power.
"But what makes Buick
one of the world's best automobiles
is that it is a complete automobile.
It has power, yes.
But it is also luxurious.
It is sporty.
It is elegant.
It is tailored.
"I think American automobiles
have undergone
the same kind of change as fashions
in the last ten years.
They've become very young.
But too often they're showy.
Perhaps this is why
I've always appreciated Buick.
It is very modern.
But it is also very elegant.
When I saw this Wildcat,
I fell madly in love with it."

The
LeSabre
&
Dolores
Hawkins

"My husband and I
have a farm in New York
near the mountains
with lots of room for our horses.
Can you see what would happen
if I drove up to a horseshow
pulling my trailer
with this chic LeSabre?
"The ideal thing for me would be
to have a Buick station wagon
for the farm
and this LeSabre for going places
and to use in New York.
"I think a woman should always
wear the things that suit her,
not just the things that are in Vogue.
I like simplicity
in everything I wear.
I think that
you have to choose a car
the same way you choose
your clothing
—it should be suited to you.
It should fit you
and the things you like.
The LeSabre's a very special car;
you can see that immediately."



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY CHUCK HOWARD OF TOWNLEY.





(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY TIGER MORSE, SHOES BY CAPEZIO.



The GS 400 & Jean Shrimpton

"In London we're used to very small cars. The GS 400 is so much larger, so much more comfortable. But, you know, it still has that sporty look, that special flair. It would get a lot of attention in London.

"I'm funny about cars.

I like cars that look and act like they have a lot of power. The minute I saw the GS 400 I liked it.

You can sense its power.

"In some ways cars are like fashions. Some fashions are obviously extreme, and some cars are built the same way.

Not so with this Buick. Even though it's very fine and very young,

it's quite casual and relaxed

"Perhaps the best way I can think of to describe this car is . . . it's simply fabulous.

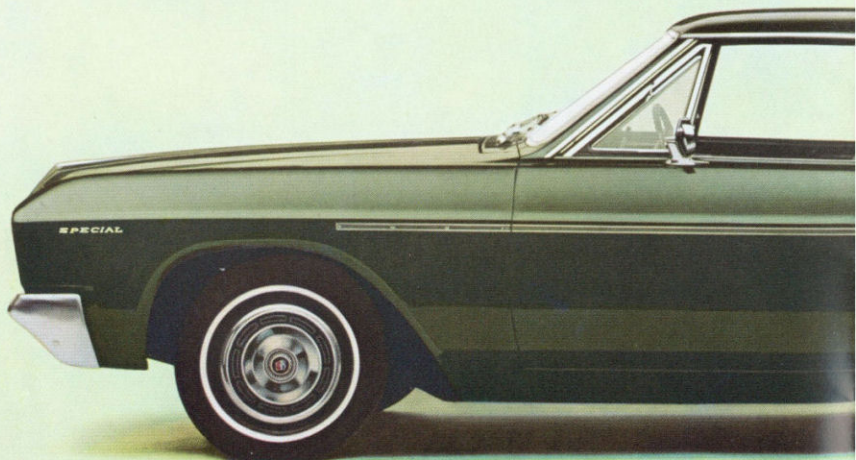
I'd really love to drive it at home."

The Skylark & Dolores Wettach

"I have an old 1940 Buick.
Right now it's sitting in Vermont
in my sugar orchard.
When I gather maple syrup
in the springtime,
I sit in it to keep warm.
When my father hunts, he uses it, too,
but he thinks I should get rid of it.
I don't want to.
I always like to hang on to things
that mean something to me.
"I've always been very competitive.
I love to win.
I love the winning sense
of strength and power in certain cars.
I can see it in this Buick.
"How would I use this Buick?
I'd put my dog in it and
go for long rides in the country ...
anywhere.
Or better yet, I'd use it
to take my mother to Alaska
... she always jokes
about panning gold
and you'd certainly need
a tough car up there."



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY CHUCK HOWARD OF TOWNLEY. SHOES BY CAPEZIO.





(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS OF ATELIER BY GAYLE KIRKPATRICK.



The Special Deluxe & Penny Ashton

"I think this Buick is a real groove.
It's a sharp car. It's clean.
It's fine. It's smooth.
It's a conservative car,
but in a chic sort of way.
"I like way-out things,
young things, different things.
But I don't like gimmicks.
I like things that are so clean
they're really outstanding.
"When I dress to go out,
I wear plain things,
clothes with beautiful lines and
beautiful cloth, but young clothes.
I think it's more important
that the things you wear
show you off than just
show off themselves.
It's the same with a car.
"A car has to compliment you.
It has to make you look good.
I don't like fads, so I don't worry
about who's wearing what
and who's driving what.
I just want to know that
my clothes and my car fit me.
This Buick Special would
make anyone look good."

BUICK INTERVIEWS MARTA RETZLAFF

Marta Retzlaff, two-time winner of the Mobil Economy Run, talks about her automotive hobby, the men she competes with and of course—other women.

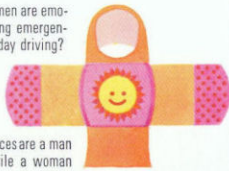


Q. As a two time winner of the Mobil Economy Run Marta you must have gotten off to an early start. Who taught you to drive?

A. Actually I was a very athletic teenager, but hardly what you'd call a tomboy. I believe that girls can and should be feminine regardless of the activity. As for my driving, I owe a lot of credit to my Dad. He taught me control by having me stop at every corner and shift down to low again. I was only 14 at the time.

Q. Do you think that women are emotionally capable of handling emergencies that crop up in everyday driving?

A. Personally I feel that women handle more emergencies daily than men do, particularly with an injured child. Chances are a man will emotionally panic while a woman will calmly take the necessary steps to correct the situation. Emotional panic often comes through lack of knowledge or experience. So given the proper driving experiences, women should certainly be able to cope with driving emergencies as well as men.



Q. Has there been any noticeable male resentment against you because of your wins?

A. It's understandably hard for a man to be bested by a woman in any field or career. But I've found that the men I've been in competition with know what goes into making a win. They're fully aware of the practice and hours necessary to make the right reaction to driving situations come automatically. They have always respected my abilities and training in this area. These men know that to bring in a winner you need a car that's engineered in "economy details". The best driver in the second best car may win but the best car with a properly trained driver has the advantage. To my benefit, Buicks have been finely engineered for economy as well as performance.

Q. Do you think there's any truth to the remarks men make about the hazard of women drivers?

A. Well, there are always a few women, and men, too, who are hazards on the road. From those I know, I'd say women were wonderful drivers. Women often drive under conditions men never encounter. A car full of children and animals can be extremely distracting. But, now, with improved visibility and power assists



available on our new cars there's no reason women should be thought "hazardous." The woman who does feel insecure and could become a hazard should get to know her car and adjust her seat for good pedal reach and visibility. Six-way power seats are marvelous for the small woman. High heels can be a problem, too. They throw the foot out of position and create muscle strain. I like to keep soft driving shoes in my car at all times.



Buick factory engineers came out to the desert and showed me how to practice for a steady foot. This was in 1959 and I haven't missed a year since.



Q. How time consuming is your driving schedule?

A. When training for the Run I put in a lot of hours getting back in the "saddle". It's quite necessary since I need to build up my endurance to 10 to 12 hours on the road without feeling muscle aches and pains or fatigue. This year I put 7,000 miles on my practice car during the two months before the 3300 mile Run began—four week-end trips out of state over different 100 mile routes we had previously logged for use.

Q. Does this leave you any time for other hobbies or pastimes?

A. Like most American mothers I'm very interested in our public schools and what I can do to promote and protect the system. School board participation has been deeply rewarding and gives me a feeling of real accomplishment. I've also been a Girl Scout leader for the past four years and love to go camping with the girls.



Q. What in your opinion are the major reasons why a woman chooses one car over another? Are they usually different than a man's?

A. Within our own family we do have a difference of opinion as to desirable features in a car. Luckily we're a two car family. My car is always a wagon and Jim's is a beautiful coupe or convertible. Both men and women appreciate beauty equally but practicality comes first with me. I like medium tone colors that won't show dirt readily and fabrics that are comfortable and easy to wash. I also like power windows all around so I can control as much as possible from the driver's seat, and the six way seat is a favorite since I'm quite tall and like to change positions.



Q. Would you encourage other women to enter driving competition?

A. Only if they have a real desire to compete. It does take a deep incentive to win—a vast amount of energy and drive. When the going gets rough and the sleep short, you need calm nerves, good humor, patience and the ability to remain alert and keep going.

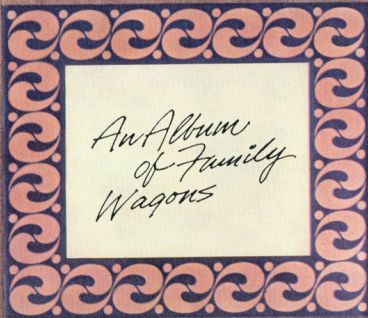
Q. Do you have any words of advice for a woman who wants to take up competitive driving?

A. No advice really—only "Good Luck."



A Brief Note About Marta

She and her husband Jim live in Barstow, California with their five children—three boys and two girls—age 2 to 10. She won both her Mobil Economy Runs in Buick LeSabres. The first in 1964 and the second in 1966. Most of her competitors were male.



*An Album
of Family
Wagons*

*This is our
new Buick
Sportwagon.
Dad doesn't
let mom
drive it, much
when he's
around*



That's mom, below. She says the Sportwagon Sportwagon is real easy to drive.

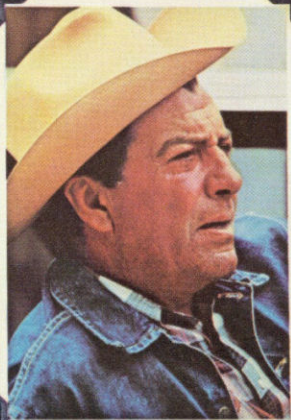


If all you want is cargo space, get a prairie schooner. If it's cargo space, comfort and great new Buick lines you want—get a Sportwagon. It's a giant of a wagon. Up to 100 cubic feet of cargo space or full 3-seat passenger capacity. There are two to choose from: A Custom 2-

seater and a Custom 3-seater. The third seat faces forward which is the only civilized way to travel.

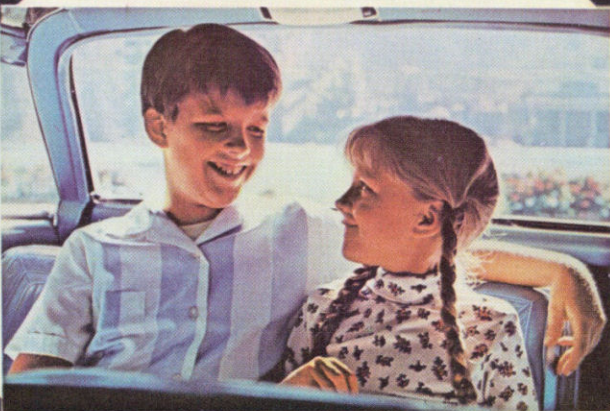
Did we say comfort? We mean Buick "sedan" comfort. Features such as a tinted glass skyroof that gives the Sportwagon a spacious look and feeling, plush easy to

maintain interiors in solid vinyl, a suspension system that skips over bumps and ruts. Available options like an automatic level control that maintains your wagon at the proper level even when fully loaded, luggage rack and lockable compartment—and all the power and conve-



This is dad.

This is me and my brother. We have two whole seats to ourselves, but ~~we~~ mostly we sit together.



Sometimes we just sit on the fence and get our pictures took.

nience features normally associated with luxury sedans. Sportwagon is a lively eye-fel too. Clean, flowing lines for that balanced finished look that's so characteristic of Buicks. The Custom Sportwagon can be ordered with walnut wood grain applique above the rocker panel and

across the tailgate, and chrome wheel mouldings that round out the tasteful side appearance.

Sportwagon doesn't move like a lumbering giant either. The standard engine is an economical 220-hp V-8. An optional Sportwagon 400 package consists of a Super

Turbine 3-speed transmission coupled with a 260-hp V-8.

Truly, the Buick Sportwagon is everything a wagon should be and everything a Buick is.

Some of the equipment shown on the cars illustrated is optional at extra cost.

*Living on a ranch
is fun. We get to
own two wagons.
This is our
Special Deluxe.*



*This is our neighbor's Regular Special Wagon.
We asked us to pose in back of it cause
he doesn't have any kids.*

Want a wagon with Buick advantages and an economy price tag? Simple? Get a Special Deluxe Wagon or a Regular Special Wagon. They're both made as fitting companions to the Buick Sportwagon, with comfort and roadability, but you'd never know it by the pricetag.

The one thing that stands out most prominently in the Special Wagon is clean, uncluttered lines that give it a solid, gemlike appearance. Its deep, massive grill further adds to its luxurious appearance. Everywhere you look richness is apparent. Bold, impressive bumpers that

blend right into the body, squared-off headlamps, plus many other Buick luxury touches make Special a style and economy leader.

The Special Deluxe has a particularly bold, but tasteful look about it. Rear molding accents add emphasis to



*We kind of let
stuff pile up
in our wagons.
Dad's worse
than any
of us.*



*I got back, too far.
In case nobody recognize
recognizes them, that's
my dad and that's our
Special Deluxe Wagon.*

the wraparound tail lamps to distinguish it from the Regular Special series. It also has stainless steel body side mouldings and front fender ornamentation.

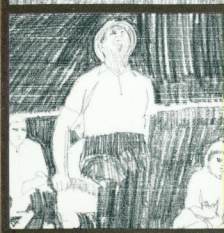
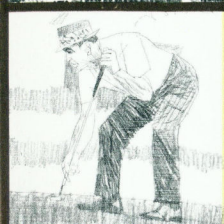
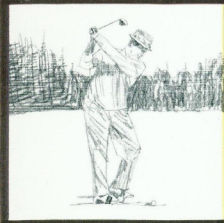
Inside, the Special wagons are just as inviting. Hand-some, easy to maintain vinyl everywhere you look and the

complete range of Buick convenience and safety features.

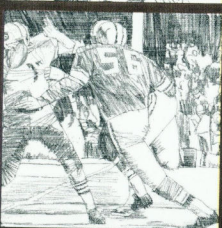
The standard engine in the Special is a beautifully balanced 160-hp V-6—a quiet but spirited engine that gets the most out of a gallon of gas. Two different V-8 powerplants are also available. A 210-hp V-8 and a 260-

hp V-8. The Special Deluxe features a standard 210 hp, 300 cubic inch V-8 and is available with a 340 cubic inch 260-hp V-8.

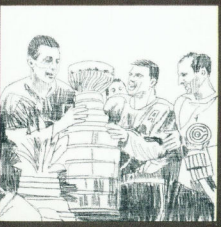
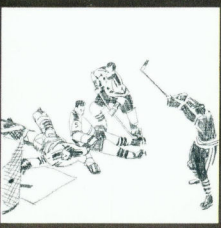
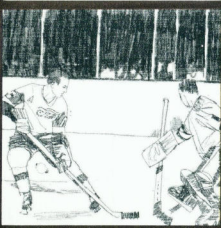
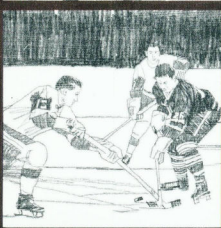
Some of the equipment shown on the cars illustrated is optional at extra cost.



Sam Snead, the shortest distance between two points is a driver.

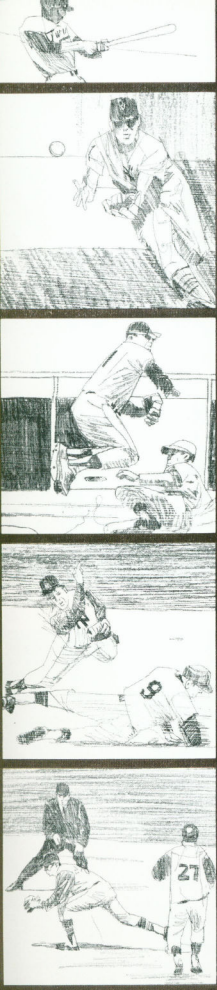


Joe Schmidt, with the recipe for defensive glue.

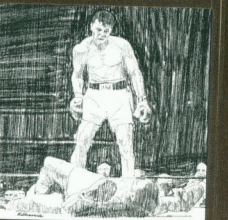
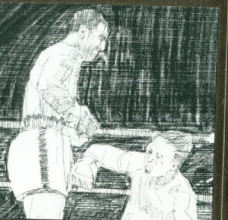


Ted Lindsay, always making himself felt.

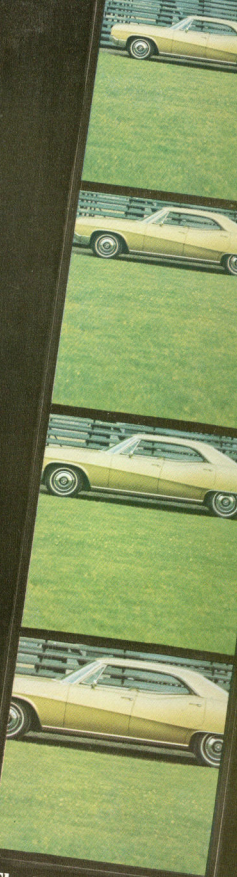




Frank Crosetti, a stop sign at short.



The Four Doors
Visit the Buick
Sports Hall of Fame.





Sam Snead with the Buick Electra 225 four door

Sam Snead is a natural for the Sports Hall of Fame. At 54, "The Slammer" continues to smash his near-legendary drives straight down the fairway. In almost 30 years on the pro tour, Snead's won almost every title worth having, at almost every course worth playing. Quite a record.

The Buick Electra 225 four door has a record to be proud of. This one is no spectator. It's a luxury car that doesn't sit on the sidelines when it comes to action and performance. Buick refuses to believe a fine car has to be dull. That's why they put a new 360 horsepower V-8 under the hood. Then added power steering and brakes and a quick three-speed automatic transmission. (What a power team!) Your Buick dealer has all the exciting facts about both Electra four doors, the hardtop and the thin-pillar sedan. Watch yourself turn on when you test drive one.



(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

Joe Schmidt with the Buick Wildcat four door

Joe Schmidt pulled a switch on pro football. Used to be defensive linemen just plowed ahead and hoped for the best. Not Joe. In his 13 years with the Detroit Lions, he helped pioneer the fast and deadly middle linebacker position. He was defensive unit captain for nine years straight, and was voted his team's most valuable player four times. Today, Joe is a Lions' Coach.

Another switch—a performance car that looks like a luxury car. Buick Wildcat four door. Its styling is even more rakish for 1967. Its plush interiors are a story in themselves. (See pages 43 and 44.) Its performance is something you have to feel to believe. This year Wildcat comes with a three-speed Super Turbine automatic transmission as standard equipment. Added to Wildcat's 430-4 V-8, this car can take the knots out of any road. (Our suspension makes the ride so smooth, you'll probably never notice the knots.) Buick Wildcat is a winner for 1967. See both Wildcat four doors (the hardtop and the thin-pillar sedan) at your Buick dealer's . . . where good driving begins.



Ted Lindsay with the Buick LeSabre four door

Ted Lindsay had all the right moves as a pro hockey player. In a game noted for fierce players, Lindsay was the fiercest. He was at the same time, the highest-scoring left winger in the history of the NHL and its most-penalized player. He spent 14 years with the Detroit Red Wings and kept pace with the best of them.



The Buick LeSabre four door also has the right moves to keep pace. Price is one of them. LeSabre costs about the same as some smaller cars, but what a difference. This is a Buick—a full-size Buick—with Buick styling and quality throughout. There's a 220 horsepower V-8 under the hood as standard equipment. Inside, you get thick carpets that fit right (how many cars can make this claim and mean it?) and richly upholstered seats that make LeSabre almost as comfortable as your own living room. Check into both LeSabre four doors (the hardtop and the thin-pillar sedan) at your Buick dealer's. This year, wouldn't you really rather . . . ?





Bob Cousy with the Buick Skylark four door

Robert Joseph Cousy patented his own style as a basketball player. His backhand passes and behind-the-back and double transfers made him the cagiest floor man ever to play the game. In 14 years with the Boston Celtics, Cousy totaled a record of scoring assists that still stands in the NBA. Someone may equal this record someday, but not the style and finesse of Cousy. He's one of a kind.



In cars, the Buick Skylark four door is one of a kind. A quick look proves it. Skylark's low body shell and bright trim work make this one a stand-out. (Add a vinyl roof and you've got a car that's as much at home at opening nights as it is at a basketball game.) Skylark's performance matches its good looks. A 220 horsepower 340-2 V-8 is standard. And you can order a smooth Super Turbine transmission, power brakes and power steering to round out your performance team. Skylark is guaranteed to produce envy in anyone who settled for less. Take a test drive soon, and watch the heads turn.



Frank Crosetti with the Buick Special Deluxe four door



Frank Crosetti has made the scene with the New York Yankees for 35 straight years. He was an infielder for 17 of them. As a shortstop, Frank tied the record for the most runs scored in a single game of a World Series, and once led the league in stolen bases. Frank is now the Yankees' third-base coach.

The Buick Special Deluxe four door makes the scene beautifully in Buick's 1967 lineup. It's an economy car styled like a luxury car, equipped with a thrifty 160 horsepower V-6 and a three-speed manual transmission. Best of all it's a Buick. That means a car that gives you a solid feeling on the freeway . . . even when there's a crosswind . . . plus fine interior fabrics and carpets that fit right. See the Buick Special Deluxe at your Buick dealer's soon. You'll find you can own one for less than you might think . . . and it's a Buick.

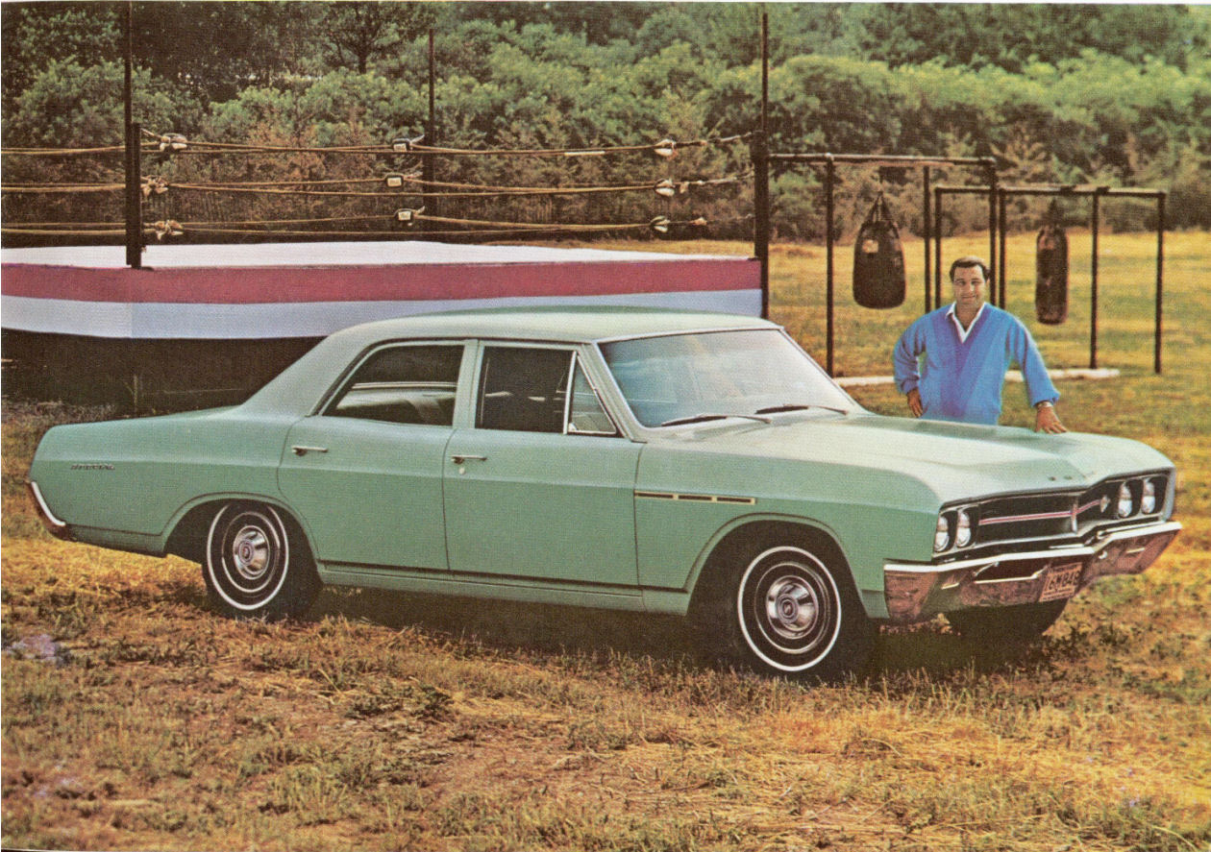
Rocky Marciano with the Buick Special four door



Rocky Marciano never lost a fight. In 49 professional bouts Marciano knocked out 43 opponents, and took the rest by decisions. He retired as World Heavyweight Champion in 1956. Nowadays, Rocky owns a restaurant in New York City and gives a lot of his time to helping young people get a decent start in life. Rocky Marciano belongs in anyone's Hall of Fame.

The Buick Special four door connects this year with a triple threat—styling, performance and economy. This is a Buick four door—a Buick—that comes at a price tag similar to that of some lesser names. And it does it with a 160 horsepower V-6, a three-speed manual transmission and an improved and redesigned braking system for 1967. If your budget is about due for a quality car at a sensible price, take a long look at Buick Special. Hurry, before your next door neighbor beats you to it.

(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



DIANA LYNN AND FRIENDS AT THE '67 PREMIERE OF THE BUICK INTERIORS

Guests in order of
their appearance:

Robert Taylor
Cornell Wilde
Charlton Heston
Cliff Robertson
Gardner McKay
Bill Bixby
Stuart Whitman
Tony Franciosa
Fess Parker
Van Heflin
Robert Cummings
Lloyd Bridges
Robert Lansing
David Janssen







THE RIVIERA INTERIORS

Exquisite styling and tastefully luxurious decor in the Custom Riviera are highlighted by strato bench seat of Barcelle cloth and Madrid grain vinyl in champagne or black. This same seat also comes in solid vinyl in plum, green, black or white. Or if you prefer, strato bucket seats in Madrid grain vinyl are available in blue, saddle, aqua or black. Notice the fold down arm rest between the seat backs in this strato bench design. The seat back reclines on the passenger side, and headrests can be ordered for both driver and passenger. Even the door panels reflect Riviera's custom trim. Jewel-like chrome and deep, durable carpeting that extends part way up the door.



"Oh by the way, the handsome fella who looks like Spangler Arlington Brugh is—you guessed it—Robert Taylor. Bob is currently swapping bullets in MGM's 'Return of the Gunfighter.'"



"Here's a talented fellow, Cornell Wilde, who made his name as a movie star—which is what he is in 'The Naked Prey', his new Paramount release. He also made his mark with this film as a producer-director with critical raves at home and abroad."



This is the standard Riviera interior—if you can call such luxury standard. Bench seats made of flexible Madrid grain vinyl in dove or black. Bucket seats are also available in dove or black. When the console is ordered, the automatic transmission shift lever is transferred from the steering column position and changed into an inverted "U" shape control atop the center console.

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



THE ELECTRA 225 INTERIORS

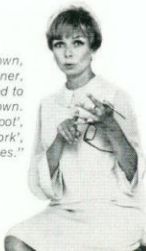
The sheer size and comfort of Electra 225 is manifest in the Madrid grain vinyl notch-back seats shown above. They're standard equipment in the Custom sport coupe, convertible, and available at no extra cost in the 4-door Custom Electra hardtop and Custom 4-door sedan. Colors are blue, saddle or black in all models plus red in the sport coupe and convertible. Strato bucket seats can also be ordered in the convertible in black. The standard seat in the Custom 225 4-door sedan and hardtop sedan is an unusual combination of two exotic materials. Barcarole for the broader areas and Bard cloth for a tasteful tapestry accent that's as rich as it looks. Available in green, blue, maroon or black.



"The face is familiar but I can't seem to place the name. Let me see. Moses? No. Michelangelo? No. Ben Hur? No. Charlton Heston? Of course. And currently complicating matters even further by playing Chinese Gordon in 'Khartoum', a United Artist release."



"As one of the busiest young actors in town, this year's Emmy Award winner, Cliff Robertson is used to going to premieres—mostly his own. You can see him in 'The Honeypot', 'Masquerade' and 'Sunday in New York', all United Artists releases."



This sumptuous seat is the "Limited", a new luxury Electra 225 custom interior for 1967. Available only in the Custom 4-door hardtop sedan on a "limited quantity" basis, the lavish fabric is champagne or black Bavere cloth surrounded by Madrid grain vinyl. It's an exceptionally plush interior. This same seat is also available in solid Madrid grain vinyl in black or champagne. Carrying luxury even further, a simulated wood-grained molding is featured below generous pull handles and the lower portion of the door paneling is done in rich, deep pile carpeting.



What a variety of Electra 225 interiors to choose from. Standard 225 trim is Brocatel cloth and beautifully rugged Madrid grain vinyl. Available in the sport coupe, 4-door sedan and 4-door hardtop sedan in blue, black, champagne or aqua. You can also order this same seat in solid Madrid grain vinyl in dove or black in the sport coupe and 4-door hardtop sedan. To give you an idea of just how roomy Electra 225 really is—you get 40 inches of leg room in both front and rear seats, over 38 inches of headroom, and shoulder room that exceeds 60 inches. It's a moving living room.



"You sailing fans will remember Gardner McKay from 'Adventures in Paradise.' Well, Gardner can't seem to stay away from adventure. His new TV series (which he also produces and directs) is called 'I Love Adventure'."



THE WILDCAT INTERIORS

Custom Wildcat interior features Madrid grain vinyl notchback — beautifully contoured for maximum driving comfort. Available in the sport coupe and 4-door hardtop sedan in blue, dove, aqua or black and the convertible in blue, dove, red or black. Other luxury touches are upper and lower door panel moldings of extruded aluminum, a center panel molding of horizontally brushed aluminum and carpeting that covers the lower portion of the door on 2-door models. You can also order Madrid grain vinyl bucket seats in black that re-line on the passenger side and a shifting console as optional equipment.



*"Know this guy?
It's Bill Bixby, star of MGM's
'Doctor, You've Got To Be Kidding.'
Bill is best known for his
TV role in 'My Favorite Martian'
—a logical place to develop
a taste for out-of-this-world
transportation."*

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)
MR. BIXBY CAN ALSO BE SEEN IN COLUMBIA PICTURE'S "RIDE BEYOND VENGEANCE"



This richly styled bench seat is regular equipment in the Wildcat 4-door sedan and 4-door hardtop. Made of Bracalla cloth and Madrid grain vinyl it comes in blue, maroon, champagne or aqua and is available in blue or champagne in the Sport Coupe. Also available are all-vinyl bench seats in the Wildcat sport coupe, hardtop sedan, 4-door sedan and convertible. Colors are blue, black or saddle in all models plus aqua in the sport coupe and red in the convertible. For an even sportier appearance, black Madrid grain vinyl bucket seats can be ordered at extra cost in the Sport Coupe.



"The last time I saw Stuart Whitman he was hanging from the undercarriage of a 1911 airplane. But I understand he plays a rather down-to-earth role in his latest Warner Bros. movie 'An American Dream'."



THE LeSABRE INTERIORS

Standard trim for the LeSabre is characterized by seats of Bordeaux body cloth and Madrid grain vinyl in green, blue, champagne or black. A variety of seats comprise the Custom LeSabre series: Braccalla cloth and Madrid grain vinyl in blue or champagne in the sport coupe and blue, maroon, champagne or aqua in the sedan and hardtop sedan; Madrid grain vinyl bench seats in blue, black or saddle in all models, plus red in the convertible and aqua in the sport coupe; black vinyl buckets in the sport coupe are an extra cost option.

"Tony Franciosa's swinging career takes him from film to film these days. One, the aptly titled Paramount film, 'The Swingers'. His other up and coming projects include 'Assault on a Queen' and 'The Girl Nobody Knew'."



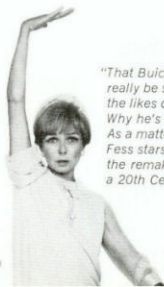
"ASSAULT ON A QUEEN" IS A 7 ARTS-SINATRA ENTERPRISE;
"THE GIRL NOBODY KNEW" AN NBC-TV PRODUCTION

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



THE SPORTWAGON INTERIORS

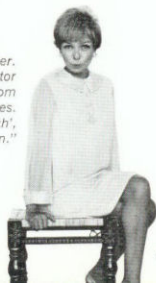
Rugged Custom Sportwagon interior with child-proof vinyl is featured throughout as a sensible approach to high style for young families. The exposed stitch seat cushion and back insert area is bordered by a tooled overlay of colored vinyl—a motif that also appears on the upper door panel. The lower portion of the door panel is carpeted for added protection against scuffs. Colors for the three-seat models are green, blue, black or saddle. Two-seat models are available in blue, red, black or saddle.



"That Buick Sportwagon must really be something to seat comfortably the likes of Fess Parker. Why he's as tall as Daniel Boone. As a matter of fact he is 'Daniel Boone' on NBC-TV. Fess stars also in a current motion picture, the remake of Will James' 'Smoky', a 20th Century-Fox release."



"Wagons and Van Heflin seem to go together. The Oscar Award-Winning actor uses his Buick wagon to drive to and from the studio and to and from his premieres. Heflin's current picture is 'Stagecoach', a Martin Rackin Production."



This all-vinyl interior is standard with the Special Deluxe Wagon in blue, black or saddle. Testimonial to the fact that you don't have to sacrifice good looks for durability. Notice the unusual cross-stitched design on the seats and the door panels accentuated by an overlay within perimeters of bright mylar. You can also order a regular Special wagon. Seats are all-vinyl and available in blue, dove or red.



THE GS400 INTERIORS

Beautiful Madrid grain vinyl bench seats are standard in the GS 400. Like the extra cost all-vinyl bucket seats there are deeply pressed horizontal lines in the seat cushion and back areas, with the same theme carried into the door panel design. The lower portion of the door panel is carpeted for an extra touch of luxury and durability. Bucket seat colors are dove, black, blue, yellow or aqua in the coupe and sport coupe and black, blue, red or yellow in the convertible. Bench seats in dove or black are available in all GS 400 models.



*"Ah yes, if you had chased
—and caught—as many pretty girls
as Bob Cummings you'd be
smiling too. How does he do it?
'Promise Her Anything',
which is also the name of his current
Paramount film release."*

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

MR. CUMMINGS ALSO APPEARS IN "STAGECOACH"
A MARTIN RACKIN PRODUCTION FOR 20TH CENTURY-FOX



THE SKYLARK INTERIORS

Featured above—the standard Skylark interior for Thin Pillar Coupe, and Sport Coupe. A combination of Beaufort body cloth with Brent bolster and vinyl in blue, champagne and black. For convertibles in all-vinyl dove or black. The hardtop sedan features notchback seats in cloth and vinyl in blue, champagne, maroon or black. For an especially plush effect, Madrid grain vinyl notchback seats may be ordered in blue and black for all models, and, in addition, red and saddle for convertibles, dove for hardtop sedans and dove and aqua for Thin Pillar and sport coupes. All-vinyl bucket seats will add a sporty feel to your Skylark. These are available in dove, black and blue for both Coupes and in red, blue and black for convertibles.

"Here's a guy who took to the sea—
swimming and diving his way
to television fame.
Lloyd Bridges can be seen in
his latest MGM movie,
'Around the World Under the Sea'."



"AROUND THE WORLD UNDER THE SEA"
IS AN IVAN TORIS PRODUCTION

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



THE SPECIAL DELUXE INTERIORS

Here's the ultimate in low-priced comfort—the extra-cost optional Special Deluxe Madrid grain vinyl notchback seat. Offered in blue, dove, aqua or black in the sport coupe model. The standard Special Deluxe seat is Barcarole cloth and vinyl in the sedan and comes in blue, champagne, aqua and black. It features some unusual effects through the use of pads, stitching and tie-down buttons. An all-vinyl version of this seat is available in the sport coupe and sedan in blue, dove or black, and in the wagon in blue, black and saddle.



"You're looking at 'The Man Who Never Was'. At least that's who Robert Lansing is (or isn't?) in his new ABC-TV series. Bob also takes on 'Namu The Killer Whale' in his latest United Artist release."



"I never thought David Janssen would allow himself to be surrounded in a car. He's always such an elusive character in his ABC-TV series 'The Fugitive'. You can also catch him in 'Warning Shot', a Paramount picture."



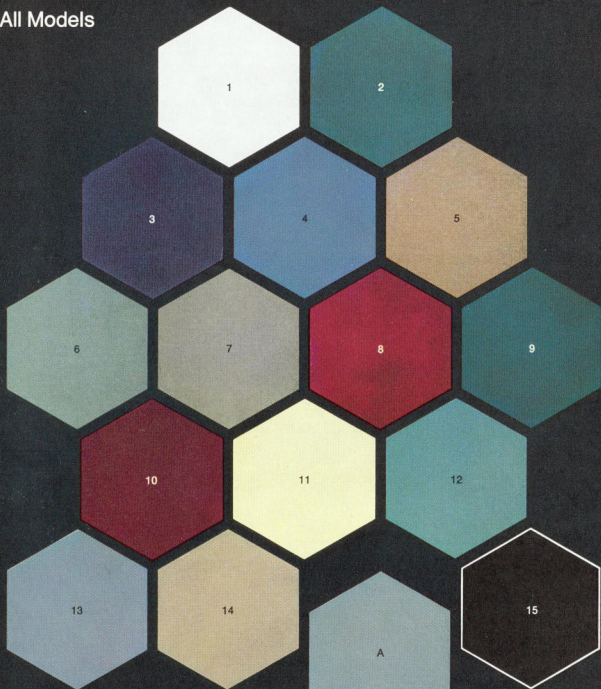
THE SPECIAL INTERIORS

The regular Special seat is an attractive and practical blend of Bandalier cloth and Madrid grain vinyl. Available in the coupe in black or champagne and the 4-door sedan in blue, champagne or black. The coupe can be outfitted in solid vinyl benches in a similar design in blue, dove or black. The wagon is available in blue, dove or red. The same seat shown on the Special Deluxe wagon page is also available in both the coupe and sedan models in blue, dove or black at extra cost. Headrests can be ordered at additional cost.

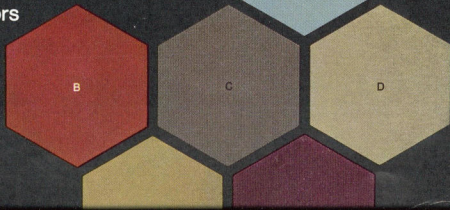
(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL, AT EXTRA COST.)

BUICK'S COLOR GUIDE

Body Colors, All Models



Exclusive Riviera Colors



- 1 Arctic White, Order Code C
- 2 Verde Green, Order Code J
- 3 Midnight Blue, Order Code E
- 4 Blue Mist, Order Code F
- 5 Gold Mist, Order Code G
- 6 Green Mist, Order Code H
- 7 Platinum Mist, Order Code P
- 8 Apple Red, Order Code R
- 9 Shadow Turquoise, Order Code L
- 10 Burgundy Mist, Order Code N
- 11 Ivory, Order Code T
- 12 Aquamarine, Order Code K
- 13 Sapphire Blue, Order Code D
- 14 Champagne Mist, Order Code S
- 15 Regal Black, Order Code A

Exterior / Interior Color Compatibility



All Models* (except Riviera)		Interior color									
Exterior color	Code	Green	Blue	Dove	Yellow	Saddle	Aqua	Red	Maroon	Black	Champagne
Regal Black	A	R	R	R	R	R	R	R	R	R	R
Arctic White	C	R	R	R	R	R	R	R	R	R	R
Sapphire Blue	D		R	R							R
Midnight Blue	E		R	R							R
Blue Mist	F		R	R							R
Gold Mist	G	R		R	R	R			R	R	R
Green Mist	H	R		R	R	A				R	R
Verde Green	J	R		R	R	R					R
Aquamarine	K			R			R				R
Shadow Turquoise	L			R			R				R
Burgundy Mist	N			R		R		A/R±	R	R	R
Platinum Mist	P	A	A	R			A	A	R	R	
Apple Red	R			R				R	A	R	
Champagne Mist	S	R		R	R	R		A	R	R	R
Ivory	T	R		R	R	R				R	R

*Applicable where color is available in specific series.

±Burgundy Mist exterior Acceptable with Red interior on Special, Special Deluxe, Skylark and GS 400.

Recommended on Sportwagon, LeSabre, Wildcat and Electra 225.

Riviera		Interior color								
Exterior color	Code	Green	Blue	Dove	Saddle	Aqua	Black	White	Plum	Champagne
Regal Black	A		R	R	R	R	R	R	R	R
Riviera Turquoise	B				R	R	R	R		
Arctic White	C	R	R	R	R	R	R	R	R	R
Sapphire Blue	D		R	R				R	R	
Blue Mist	F		R	R			R	R		
Gold Mist	G		R		R	R	R	R		R
Green Mist	H		R		R	A	R	R		R
Verde Green	J	R	R	R	R		R	R		R
Shadow Turquoise	L				R	R	R	R		
Platinum Mist	P		A	A	R	A	R	R		
Riviera Plum	U				R		R	R	R	R
Riviera Charcoal	V		A		R		R	R		
Riviera Fawn	W	R	R	R	R		R	R	A	R
Riviera Red	X				R		R	R		R
Riviera Gold	Z		R		R	R	R	R		R

R—Recommended A—Acceptable

- A Riviera Turquoise, Order Code B
- B Riviera Red, Order Code X
- C Riviera Charcoal, Order Code V
- D Riviera Fawn, Order Code W
- E Riviera Gold, Order Code Z
- F Riviera Plum, Order Code U

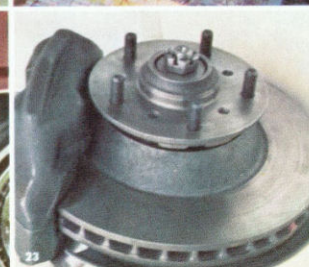
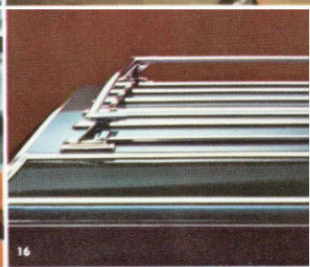
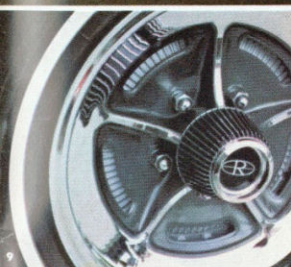
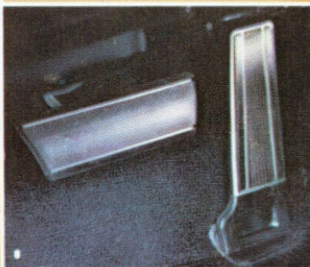
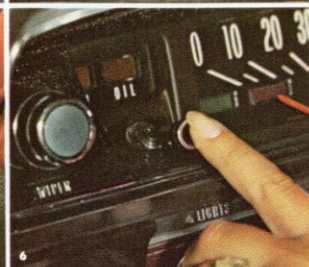
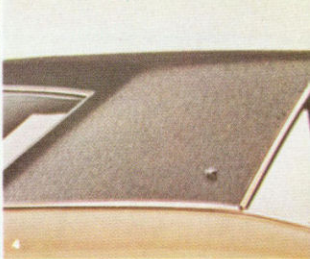
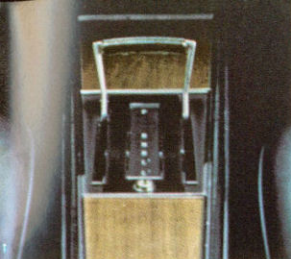
Riviera is available in all other exterior colors except Midnight Blue, Aquamarine, Burgundy Mist, Apple Red, Champagne Mist and Ivory.
Note: When ordering exterior colors please use the order code letter to specify the color you want.

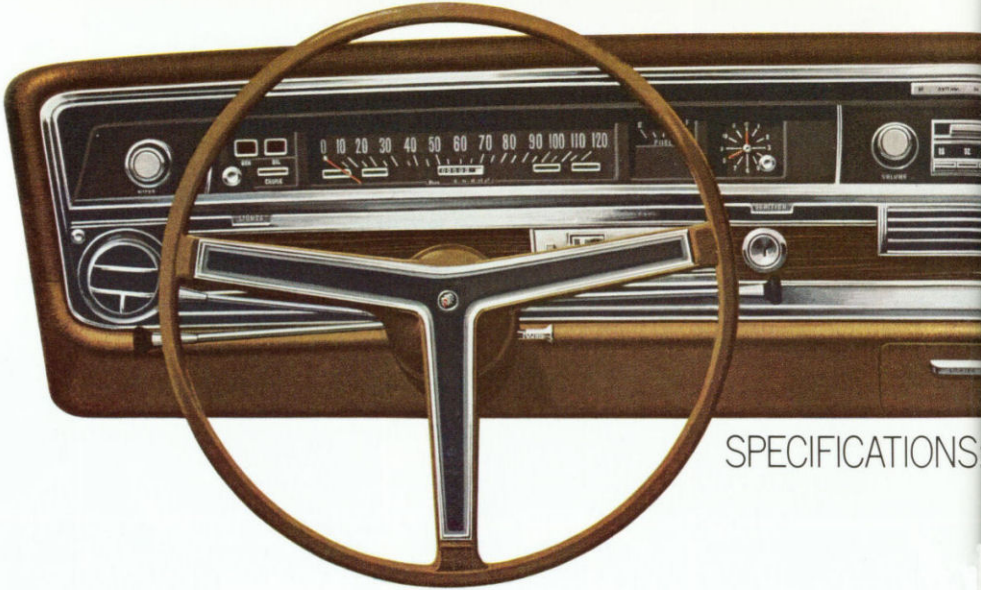
YOUR BUICK CAN BE AS PERSONAL AS YOUR FINGERPRINTS

- 1 Full Length Console** Add the sports look to your Buick with the full length console. Built in package compartment and sleek styling make it a great addition to your Bucket Seat choice in Skylark, GS400, Wildcat and Riviera. (Available only with Bucket Seat and automatic transmission.)
- 2 Radio** Quality AM-FM conventional, or stereo for the purist. (Stereo is available on LeSabre, Wildcat, Electra 225 and Riviera.) Safety styled control knobs are larger and have rounded edges.
- 3 400 Package** Build yourself a super LeSabre or Sportwagon. New 400 package consists of Super Turbine 3-speed automatic transmission and 4-barrel, 340 cu. in. engine.
- 4 Vinyl Roof Covering** Turn your Buick into a town car with the beautiful lightly textured vinyl roof covering that makes your Buick an eye catcher. Consult your Buick dealer for model availability.
- 5 Power Seats** Adjust your position for the greatest in custom padded comfort, automatically, with power seat options.
- 6 Electro-Cruise or Auto-Cruise Control** Set the control to retain cruising speed. Simply pull out the control or touch the brake to release the control. Available with automatic transmission. (Not available on GS-400 or Sportwagon equipped with the 400 option.)
- 7 Tilt Wheel** Buick's answer to the multi-driver families. Simply move a lever and the wheel swings up or down, wherever you want it. Standard on Riviera. (Not available with 3-speed manual transmission.)
- 8 Power Steering and Brakes** The convenience of power steering and brakes adds tremendously to your driving pleasure. Parking's a snap. (P.S.—Standard on Riviera, Electra and Wildcat. P.B.—Standard on Riviera and Electra.)
- 9 Wheel Covers** A wide variety of prestige wheel covers to satisfy tastes ranging from the minut to the jet set.
- 10 Remote Control Mirror** Remote control outside mirror facilitates adjustment from inside the driving compartment.
- 11 Power Windows** Power windows open automatically at the touch of your finger. Driver's position has controls for all the windows.
- 12 Four-Note Horn** Unique way to let them know you're coming. The four note horn trips a personal sound at every toot. (Available only on LeSabre, Wildcat, Electra and Riviera.)
- 13 Automatic Trunk Release** You don't have to take your keys from the ignition or get out of the car to open the trunk. Simply trip the switch inside the glove compartment and the lid is released. (Available only on LeSabre, Wildcat, Electra and Riviera.)
- 14 Rear Window Defroster** Keep the ice and inside fog off the rear window with a rear window defroster. Blows heated or outside air to the inside of the back window. (Not available on convertibles or wagons.)
- 15 Air Conditioning** Available in all Buicks. 4-season climate control system does wonders for your comfort at the flick of your finger. The automatic unit is available on all LeSabre, Wildcat, Electra 225 and Riviera models. The manual unit is available for all models.
- 16 Luggage Rack** Add extra luggage capacity to your Buick wagon with the beautiful, chromed-steel luggage rack.
- 17 Reclining Seat** Shortens long trips for heavy-eyed passengers. Available on all bucket seat models plus Riviera Strato bench seat models.
- 18 Speed Alert** Dial the speed desired then settle back and let the speed alert tell you if you're surpassing it. Speedometer actuated buzzer does the rest. (Not available with the Electro- or Auto-Cruise control.)
- 19 Courtesy Light** Ever try to find a miniature street on a busy map on a moonless night? Buick sheds new light on the subject. (Available on Wildcat and LeSabre.)
- 20 Door Locks** (Vacuum operated). Push the lock button down and all the doors are locked (inside and out) until released either manually or automatically.
- 21 Power Tail Gate Window** Put the tailgate window up or down in your new Buick wagon at a touch.
- 22 Cornering Lights** Gives greater visibility to the side when you turn. Available on all models except LeSabre with standard manual transmission.
- 23 Power Front Disc Brakes** Positive action for quick stops. Ideal for heavy-duty braking requirements. (Not available on Electra 225.)
- 24 Front Seat Headrest** Gives you and your co-pilot a fresh new lease on travel. An option well worth having for reststops during those long trips to anywhere.



There are a host of other quality Buick options and accessories available to enhance your driving pleasure and increase your comfort. For additional information and a greater selection see your Buick dealer.





SPECIFICATIONS

BUICK RIVIERA REGULAR EQUIPMENT—SuperTurbine Transmission; 360-hp, 430-4 V-8; Power Steering; Self-adjusting Power Brakes; Tilt Steering Wheel; Dual Exhausts; Heater and Defroster; Fined Aluminum Front Brake Drums; Custom Padded Seat Cushions; Custom Front Seat Belts with Retractors; Rear Seat Belts; Electric Clock; Step-On Parking Brake; Parking Brake Signal Light; Directional Signals; Trunk Light; Door-operated Courtesy Light; Glove Compartment Light; Glassproof Mirror; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish; Dual Arm Rests—Front and Rear; 15-inch Wheels; Wheel Covers; Dual Horns; License Plate Frames; 6,000-mile Lubed Front Suspension; Delcotron Generator; Carpeting; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.

THE STANDARD ENGINE: 430-4					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium

THE TRANSMISSIONS:		Option
Regular Equipment	Automatic SuperTurbine (Column Shift)	Automatic SuperTurbine (Console Shift)

REAR AXLE RATIOS:	
Riviera	3.07
Riviera GS	3.42

EXTERIOR DIMENSIONS: (Approximations in inches.)					
Length	Width	Height	Wheelbase	Tread-front	Tread-rear
211.3	79.4	53.2	119.0	63.5	63.0

INTERIOR DIMENSIONS: (Approximations in inches.)					
Head Room		Leg Room		Shoulder Room	
Front	Rear	Front	Rear	Front	Rear
41.2	37.4	41.2	36.6	58.7	56.4

THE OPTIONAL RIVIERA GRAN SPORT. Suspension, both front and rear, is heavy duty. Positive traction differential (3.42 axle ratio standard). Monogram—front fender "GS". Monogram—instrument panel "Riviera GS". H70-15 (8.75 x 15) wide oval type tires with white stripe are standard. Red stripe tires are available at no extra cost.

SOME GOOD READING: Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 30 @ 2800. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type manifold heat control. Fuel Tank Capacity: approximately 21 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 18.5 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminumized stainless steel to promote longer life. Dual exhaust. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** SuperTurbine is a torque converter type featuring a variable pitch stator within the converter, and two single planetary gear sets. Total oil capacity: 22 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear axle:** Hypoid gears, semi-floating. Transfer of driving force through rubber-mounted arms connected to frame. **Frame:** Cradleform. **Suspension:** Independent ball-joint front suspension with link type stabilizer bar. Three link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Cross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.45 x 15. **Steering:** Easy Power Steering standard. Overall ratio: 19.0 to 1. Flexible coupling in power gear reduces out road irregularities.

BUICK ELECTRA 225 REGULAR EQUIPMENT—SuperTurbine Transmission 360-hp, 430-4 V-8; Power Steering; Self-adjusting Power Brakes; Custom Padded Seat Cushions; Heater and Defroster; Fined Aluminum Front Brake Drums; Custom Front Seat Belts with Retractors; Rear Seat Belts; Electric Clock; Step-On Parking Brake; Parking Brake Signal Light; Deluxe Steering Wheel; Directional Signals; Trunk Light; Door-operated Courtesy Light; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Glassproof Mirror; Magic-Mirror Finish; Dual Side Arm Rests—Front and Rear; 15-inch Wheels; Deluxe Wheel Covers; Dual Horns; License Plate Frames; Crank-operated Vent Windows; 6,000-mile Lubed Front Suspension; Delcotron Generator; Carpeting on Floors and Doors; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims (Electra 225 Custom Models); Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.

THE STANDARD ENGINE: 430-4					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium

THE TRANSMISSIONS:		Option
Regular Equipment	Automatic SuperTurbine (Column Shift)	Automatic SuperTurbine (Console Shift)

REAR AXLE RATIOS:
SuperTurbine 2.78

EXTERIOR DIMENSIONS: (Approximations in inches.)							
	Length		Width	Height	Wheelbase	Tread-front	Tread-rear
	Front	Rear					
Sport Coupe	223.9	80.0	55.0	55.0	126.0	63.4	63.0
4-Door Hardtop	223.9	80.0	55.0	126.0	63.4	63.0	63.0
4-Door Sedan	223.9	80.0	56.2	126.0	63.4	63.0	63.0
Convertible	223.9	80.0	55.0	126.0	63.4	63.0	63.0

INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.5	37.9	41.7	38.3	62.2	60.7
4-Door Hardtop	38.6	37.7	42.2	38.9	62.2	61.2
4-Door Sedan	39.5	38.2	42.2	42.1	62.2	61.0
Convertible	38.8	37.8	41.7	38.3	62.1	52.5

SOME GOOD READING: Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 30 @ 2800. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Fuel Tank Capacity: approximately 21 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 18.5 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminumized steel to promote longer life. Dual exhaust available as optional equipment. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** SuperTurbine is a torque converter type featuring a variable pitch stator within the converter, and two planetary gear sets. Total oil capacity: refill 22 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving force through rubber-mounted arms connected to frame. **Frame:** Perimeter-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned aluminum brake drums front; finned drums rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.85 x 15. **Steering:** Easy Power Steering standard. Overall ratio: 19.5 to 1. Flexible coupling in power gear screens out road irregularities.

BUICK WILDCAT REGULAR EQUIPMENT—SuperTurbine Transmission 360-hp, 430-4 V-8; Heater and Defroster; Fined Aluminum Front Brake Drums; Seat Belts—Front and Rear; Step-On Parking Brake; Directional Signals; Front Door-operated Courtesy Light; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish; Dual Side Arm Rests—Front and Rear; 15-inch Wheels; Dual Horns; Crank-operated Vent Windows; 6,000-mile Lubed Front Suspension; Delcotron Generator; Self-adjusting Brakes; Carpeting; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims (Wildcat Custom Models); Deluxe Steering Wheel; Paddle-type Arm Rest (Wildcat Custom Models); Custom Headlining (Wildcat Custom Models—except Convertible); Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.

THE STANDARD ENGINE: 430-4					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium

THE TRANSMISSIONS:		Option
Regular Equipment	Automatic SuperTurbine (Column Shift)	Automatic SuperTurbine (Console Shift)

REAR AXLE RATIOS:
SuperTurbine 3.07

EXTERIOR DIMENSIONS: (Approximations in inches.)							
	Length		Width	Height	Wheelbase	Tread-front	Tread-rear
	Front	Rear					
Sport Coupe	220.5	80.0	54.9	54.8	126.0	63.4	63.0
4-Door Hardtop	220.5	80.0	55.7	126.0	63.4	63.0	63.0
4-Door Sedan	220.5	80.0	55.7	126.0	63.4	63.0	63.0
Convertible	220.5	80.0	54.8	126.0	63.4	63.0	63.0



Riviera, Electra 225, Wildcat, LeSabre and Sportwagon.

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.4	37.2	42.3	34.9	62.2	62.2
4-Door Hardtop	38.1	37.3	42.2	38.5	62.3	62.3
4-Door Sedan	38.9	37.7	42.2	39.0	62.3	62.3
Convertible	39.0	37.9	42.3	34.9	62.2	62.2

SOME GOOD READING: Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 30 @ 2800. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Fuel Tank Capacity: approximately 25 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Capacity: 18.5 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminumized steel to promote longer life. Dual exhaust available as optional equipment. **Electrical:** Twelve volt electrical system. Four position starter-ignition switch. **Automatic Transmission:** SuperTurbine is a torque converter type featuring a variable pitch stator within the converter, and two planetary gear sets. Total oil capacity 22 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned aluminum brake drums front, finned drums rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional. **Tires:** 8.45 x 15. Optional tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Easy Power Steering. Std. Overall ratio: 19.5 to 1. Flexible coupling in power gear screens out road irregularities.

BUICK LE SABRE REGULAR EQUIPMENT—220-hp, 340-2 V-8; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Fined Alloy Brake Drums; Seat Belts—Front and Rear; Step-On Parking Brake; Directional Signals; Front Door-operated Courtesy Light; Glow Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish; Dual Side Arm Rests—Front and Rear; 15-inch Wheels; Dual Horns; Crank-operated Vent and Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps. **NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.**

THE STANDARD ENGINE: 340-2

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
220 @ 4200	340 @ 2400	9.0 to 1	340	2-barrel	Regular

THE OPTIONAL ENGINE: 340-4

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
260 @ 4200	365 @ 2800	10.25 to 1	340	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment	Option
3-speed Manual (Column Shift)	Automatic SuperTurbine (2-speed Column Shift) (3-speed available with "400" option and 340-4 eng.)

REAR AXLE RATIOS:

3-Speed Manual Trans. 3.36	SuperTurbine 2.93
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EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length		Height	Wheelbase	Tread-front	Tread-rear
	Front	Rear				
Sport Coupe	217.5	80.0	54.8	123.0	63.0	63.0
4-Door Hardtop	217.5	80.0	54.7	123.0	63.0	63.0
4-Door Sedan	217.5	80.0	55.6	123.0	63.0	63.0
Convertible	217.5	80.0	54.7	123.0	63.0	63.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.4	37.2	42.3	34.9	62.2	61.4
4-Door Hardtop	38.1	37.3	42.2	38.5	62.3	61.0
4-Door Sedan	38.9	37.7	42.2	39.0	62.3	61.4
Convertible	39.0	37.9	42.3	34.9	62.2	53.1

SOME GOOD READING: Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase

capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Capacity: approximately 25 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 12.2 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmissions:** (optional) SuperTurbine is a torque converter type featuring a variable pitch stator within the converter; and a single planetary gear set or two planetary gear sets. Total oil capacity 19 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned brake drums front and rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional. **Tires:** 8.45 x 15. Optional tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Manual recirculating ball steering standard. Overall ratio: 33.0 to 1. Easy Power Steering optional. Overall ratio: 20.5 to 1. Flexible coupling in power gear screens out road irregularities.

SPORTWAGON REGULAR EQUIPMENT—220-hp, 340-2 V-8; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Re-usable Air Cleaner Element; Seat Belts—Front and Rear; Directional Signals; Cigar Lighter; Front Door-operated Courtesy Light; Ash Trays—Front and Rear; Ash Tray and Glove Compartment Light; Dual Side Arm Rests—Front and Rear; Dual-Key Locking System; Plunger-type Door Locks; Step-On Parking Brake; Magic-Mirror Finish; Deluxe Wheel Covers; Full-Flow Oil Filter; Dual Horns; 6,000-mile Lubed Front Suspension; Delco-Ton Generator; 14-inch Wheels; Self-adjusting Brakes; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps; Deluxe Steering Wheel; Carpeting in Passenger Area; Custom Interior Trim; Tailgate Lamp; Custom Padded Seat Cushions. **NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.**

THE STANDARD ENGINE: 340-2

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
220 @ 4200	340 @ 2400	9.0 to 1	340	2-barrel	Regular

THE OPTIONAL ENGINE: 340-4

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
260 @ 4200	365 @ 2800	10.25 to 1	340	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment	Option
3-speed Manual (Column Shift)	Automatic SuperTurbine (2-speed Column Shift) (3-speed available with "400" option and 340-4 engine)

REAR AXLE RATIOS:

3-Speed Manual Trans. 3.23	SuperTurbine 3.23
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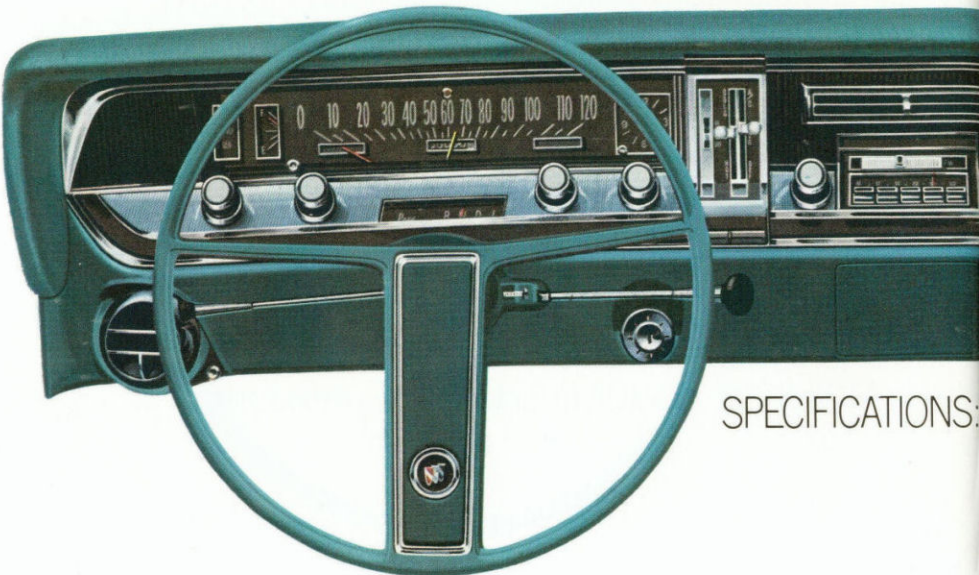
EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length		Width	Height	Wheelbase	Tread-front	Tread-rear
	Front	Rear					
2-Seat	37.9	40.5	41.3	38.7	58.2	58.0	
3-Seat	37.9	39.1	41.3	37.0	58.2	58.0	

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Seat	37.9	40.5	41.3	38.7	58.2	58.0
3-Seat	37.9	39.1	41.3	37.0	58.2	58.0

SOME GOOD READING: Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders. Constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmissions:** (optional) SuperTurbine is of the torque converter type featuring a variable pitch stator within the converter, and a single planetary gear set or two planetary gear sets. Total oil capacity 19 pints or 22 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter-type. **Brakes:** Self-adjusting. Air-cooled finned aluminum front, alloy iron brake drums rear. Total gross lining area 175.6 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** 8.25 x 14. Optional tires are available for other than normal driving conditions. Consult your Buick dealer.



SPECIFICATIONS:

BUICK GS-400 REGULAR EQUIPMENT—340 hp, 400 V-8; Dual Exhaust; Heavy-duty Suspension; All- vinyl seating with foam-padded seat cushions; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Cigar Lighter; Ash Tray—Front and Rear; Ash Tray and Glove Compartment Light; Deluxe Steering Wheel; Dual Side Arm Rests—Front and Rear; Gargling; Directional Signals; Magic-Mirror Finish; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Cross-Flow Radiator; Delcotron Generator; Dual-Key Locking System; Plunger-type Door Locks; Step-On Parking Brake; 14-inch Wheels (with 6-inch rims); Seat Belts—Front and Rear; Full-Flow Oil Filter; Re-usable Air Cleaner Element; Door-operated Courtesy Light; Dual Horns; White Stripe Wide Oval Tires; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Electric Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps; Paint Stripe; Simulated Hood Scoops; GS Ornamentation on Radiator Grille, Rear Quarter, Rear End Panel and Instrument Panel.

NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.

THE STANDARD ENGINE: 400-4

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
340 @ 5000	440 @ 3200	10.25 to 1	400	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment 3-speed Manual (Floor Shift)	Option Automatic SuperTurbine (Column or Console Shift)	4-speed Manual (Console or Floor Shift)

REAR AXLE RATIOS:

3-Speed & 4-Speed Manual 3.36	Super Turbine 2.93
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EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
2-Door Coupe	205.0	75.4	53.1	115.0	58.0	59.0
Sport Coupe	205.0	75.4	53.1	115.0	58.0	59.0
Convertible	205.0	75.4	52.9	115.0	58.0	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Door Coupe	37.4	36.2	41.3	33.1	58.8	57.1
Sport Coupe	37.4	36.2	41.3	33.1	58.2	56.7
Convertible	37.8	36.5	41.3	33.1	58.2	46.6

SOME GOOD READING: Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 30 @ 2800. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Standard dual exhaust is constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine is of the torque converter type featuring a variable pitch stator within the converter and two planetary gear sets. Total oil capacity 22 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Reinforced perimeter type. **Brakes:** Self-adjusting. Air-cooled finned aluminum fronts, finned drums, rear. Total gross lining area 158.1 sq. in. Parking Brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** 7.75 x 14—wide oval F70-14 white stripe standard (red stripe tires optional).

BUICK SKYLARK REGULAR EQUIPMENT—160-hp V-6 (210-hp V-8 on Sport Coupe and Convertible; 220-hp V-8 on 4-dr. Hardtop); 3-speed manual Transmission (Synchronized in all forward gears); Heater and Defroster; Custom Padded Seat Cushions; Deluxe Steering Wheel; Cigar Lighter; Ash Tray—Front and Rear; Ash Tray and Glove Compartment Lights; Dual Side Arm Rests—Front and Rear; Gargling; Directional Signals; Magic-Mirror Finish; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Delcotron Generator; Dual-Key Locking System; Plunger-type Door Locks; Step-On Parking Brake; 14-inch Wheels; Seat Belts—Front and Rear; Full-Flow Oil Filter; Re-usable Air Cleaner Element; Front Interior Courtesy Light; Dual Horns; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.

THE STANDARD ENGINE: 225-2; 300-2; 340-2

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
160 @ 4200	235 @ 2400	9.0 to 1	225	2-barrel	Regular
210 @ 4400	310 @ 2400	9.0 to 1	300	2-barrel	Regular
220 @ 4200	340 @ 2400	9.0 to 1	340	2-barrel	Regular

THE OPTIONAL ENGINE: 300-2; 340-4

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
210 @ 4400	310 @ 2400	9.0 to 1	300	2-barrel	Regular
260 @ 4200	365 @ 2800	10.25 to 1	340	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment 3-Speed Manual (Column Shift)	Option Automatic SuperTurbine (Column and Console Shift)

REAR AXLE RATIOS: 3-Speed Manual Trans.

3.23	Super Turbine
2.93	2.93
	2.78
	3.23

EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
2-Door Coupe	205.0	75.4	53.2	115.0	58.0	59.0
Sport Coupe	205.0	75.4	53.3	115.0	58.0	59.0
4-Door Hardtop	205.0	75.4	54.1	115.0	58.0	59.0
Convertible	205.0	75.4	53.1	115.0	58.0	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Door Coupe	37.4	36.2	41.3	33.1	58.8	57.1
Sport Coupe	37.4	36.2	41.3	33.1	58.2	56.7
4-Door Hardtop	38.2	37.2	41.3	35.7	58.0	58.1
Convertible	37.8	36.5	41.3	33.1	58.2	46.6

SOME GOOD READING: Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders. Constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** SuperTurbine is of the torque converter type featuring a variable pitch stator within the converter and single planetary gear set. Total oil capacity 19 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter type. **Brakes:** Self-adjusting. Air-cooled finned alloy iron brake drums front and rear. Total gross lining area 158.1 sq. in. Parking Brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** 7.75 x 14. Optional tires available for other than normal conditions. Consult your Buick dealer.



GS 400, Skylark, Special Deluxe and Special.

BUICK SPECIAL DELUXE REGULAR EQUIPMENT—160-hp V-6 (210-hp V-8 on wagons); 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Cigar Lighter; Ash Tray—Front and Rear; Deluxe Steering Wheel; Dual Side Arm Rests—Front and Rear; Carpeting; Directional Signals; Magic-Mirror Finish; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Delcotron Generator; Dual-Key Locking System; Plunger-type Door Locks; Step-On Parking Brake; 14-inch Wheels; Seat Belts—Front and Rear; Full-Flow Oil Filter; Re-usable Air Cleaner Element; Front Door-operated Courtesy Light; Dual Hoses; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.

THE STANDARD ENGINE: 225-2 (300-2 standard on wagons)						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
160 @ 4200	235 @ 2400	9.0 to 1	225	2-barrel	Regular	
210 @ 4400	310 @ 2400	9.0 to 1	300	2-barrel	Regular	

THE OPTIONAL ENGINES: 300-2; 340-4						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
210 @ 4400	310 @ 2400	9.0 to 1	300	2-barrel	Regular	
260 @ 4200	365 @ 2800	10.25 to 1	340	4-barrel	Premium	

THE TRANSMISSIONS:		
Regular Equipment 3-Speed Manual (Column Shift)	Option Automatic SuperTurbine (Column Shift)	Option Automatic SuperTurbine (Column Shift)

REAR AXLE RATIOS: 3-Speed Manual Trans.		SuperTurbine	
	3.23		2.93
	2.93		2.78

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	205.0	75.4	53.2	115.0	58.0	59.0
4-Door Sedan	205.0	75.4	54.0	115.0	58.0	59.0
Station Wagon	209.3	75.4	55.7	115.0	58.0	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	37.4	36.2	41.3	33.5	58.8	57.1
4-Door Sedan	38.1	37.2	41.3	35.7	58.8	58.8
Station Wagon	37.8	38.3	41.2	35.7	58.8	58.8

SOME GOOD READING: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders. Constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine is of the torque converter type featuring a variable pitch stator within the converter and a single planetary gear set. Total oil capacity (refill) 19 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter type. **Brakes:** Self-adjusting. Air cooled finned alloy iron brake drums front and rear. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.5 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** 7.75 x 14. Optional tires available for other than normal driving conditions. Consult your Buick dealer.

BUICK SPECIAL REGULAR EQUIPMENT—160-hp V-6; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Directional Signals; Ash Tray; Cigar Lighter; Magic-Mirror Finish; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Delcotron Generator; Dual-Key Locking System; Plunger-type Door Locks; Step-On Parking Brake; 14-inch Wheels; Seat Belts—Front and Rear; Full-Flow Oil Filter; Re-usable Air Cleaner Element; Front Door-operated Courtesy Light; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

NOTE: All Buick models feature the basic safety equipment listed on pages 12 and 13 as standard.

THE STANDARD ENGINE: 225-2						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
160 @ 4200	235 @ 2400	9.0 to 1	225	2-barrel	Regular	

THE OPTIONAL ENGINES: 300-2; 340-4						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
210 @ 4400	310 @ 2400	9.0 to 1	300	2-barrel	Regular	
260 @ 4200	365 @ 2800	10.25 to 1	340	4-barrel	Premium	

THE TRANSMISSIONS:		
Regular Equipment 3-Speed Manual (Column Shift)	Option Automatic SuperTurbine (Column Shift)	Option Automatic SuperTurbine (Column Shift)

REAR AXLE RATIOS: 3-Speed Manual Trans.		SuperTurbine	
	3.23		2.93
	2.93		2.78

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
2-Door Coupe	205.0	75.4	53.2	115.0	58.0	59.0
4-Door Sedan	205.0	75.4	54.0	115.0	58.0	59.0
Station Wagon	209.3	75.4	55.7	115.0	58.0	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Door Coupe	37.4	36.2	41.2	33.2	58.8	57.1
4-Door Sedan	38.1	37.2	41.1	35.8	58.8	58.8
Station Wagon	37.8	38.3	41.1	36.0	58.8	58.8

SOME GOOD READING: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders. Constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine is of the torque converter type featuring a variable pitch stator within the converter, and a single planetary gear set. Total oil capacity 19 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter type. **Brakes:** Self-adjusting. Air cooled finned alloy iron brake drums front and rear. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.5 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** 7.75 x 14. Optional tires available for other than normal driving conditions. Consult your Buick dealer.

A stableful of the finest thoroughbreds ever assembled: the Buick engines for 1967.

Two brand new engines are making their first runs on the track: the magnificent 430-4 and 400-4. Both have been bred and trained to deliver the finest performance you've ever seen. The all-new 430-4 is off and running with greater engine breathing capacity and improved fuel economy. Buick engineers have packed 360 horsepower into approximately the same size package as last year's 401 engine. Redesigned manifold and quadrajet carburetor have been tuned to larger cylinder head ports. New reusable air cleaners have lower air restriction and reusable filter elements. It's standard on all Rivieras, Electra 225s and Wildcats.

As a running mate, the new 400-4 puts an all-new series, the GS-400, in a performance class of its own. Quadrajet power and lower restriction air intake manifold and air cleaner work to produce an effortless 340 horsepower from this champion-sired new engine.

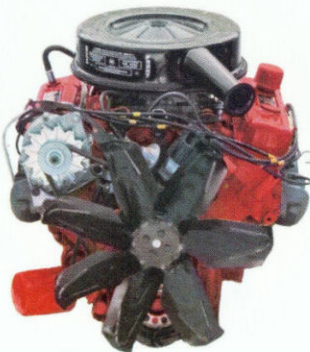
Two brand new blue bloods plus the great stable of V-8 and V-6 power provide the widest performance range yet. New crankshafts, special rocker arm and shaft assemblies, rotating valve lifters, new radiators, new exhaust systems, new fuel indicators, new locations for distributors and coils, new oil filter assemblies, new harmonic balancers, new rocker arm covers . . . the list of improvements goes on and on. Winners even finer than the 1966 Buick engines that paced the field in the Pure Oil Performance Trials and Mobil Economy Run . . . that remain the choice of leading marine engine builders and fabricators. Six to one your favorite's right here.



400-4. V-8.

Horsepower: 340 @ 5000.
Torque: 440 @ 3200.
Compression ratio: 10.25 to 1.
Displacement: 400 cu. in.
Carburetion: 4-barrel.
Fuel: Premium.
Standard on GS-400.

A tour of the Buick stables: 1,550 of the world's best-bred horses.



340-4. V-8.

Horsepower: 260 @ 4200.
Torque: 365 @ 2800.
Compression ratio: 10.25 to 1.
Displacement: 340 cu. in.
Carburetion: 4-barrel.
Fuel: Premium.
Standard on Custom Sportwagon with "400" package.
Standard on LeSabre with "400" package.
Available on all Special, Special Deluxe, Skylark, Sportwagon and LeSabre models.

340-2. V-8.

Horsepower: 220 @ 4200.
Torque: 340 @ 2400.
Compression ratio: 9.0 to 1.
Displacement: 340 cu. in.
Carburetion: 2-barrel.
Fuel: Regular.
Standard on Sportwagon, LeSabre, and Skylark 4-door hardtop.



300-2. V-8.

Horsepower: 210 @ 4400.
Torque: 310 @ 2400.
Compression ratio: 9.0 to 1.
Displacement: 300 cu. in.
Carburetion: 2-barrel.
Fuel: Regular.
Standard on Special Deluxe Wagon, Skylark Sport Coupe and Skylark convertible.
Available on all Special, Special Deluxe Sport Coupe and 4-door sedan and Skylark 2-door Thin Pillar Coupe models.



225-2. V-6.

Horsepower: 160 @ 4200.
Torque: 235 @ 2400.
Compression ratio: 9.0 to 1.
Displacement: 225 cu. in.
Carburetion: 2-barrel.
Fuel: Regular.
Standard on all Special, Special Deluxe Sport Coupe and 4-door sedan and Skylark 2-door Thin Pillar Coupe models.

(Shown on facing page)

430-4. V-8.

Horsepower: 360 @ 5000.
Torque: 475 @ 3200.
Compression ratio: 10.25 to 1.
Displacement: 430 cu. in.
Carburetion: 4-barrel.
Fuel: Premium.
Standard on Riviera, Electra 225, Wildcat.



MARK OF EXCELLENCE



**“When better
automobiles are
built, Buick
will build them.”**

Still true.