An aerial photograph of a winding road through a dense, lush green forest. The road curves through the trees, and the overall scene is vibrant and natural. The text is overlaid on the left side of the image.

**BUICK'S
ALL-TIME
BEST**

THE TURBINE DRIVE BUICK '60

THE TURBINE DRIVE BUICK '60

OUTSIDE

New lines that are contoured, clean and strong.
A distinctive new front grille.
New ventiport side markings.
Doors that open wider, easier to get in and out.
Lower engine hood . . . driver sees more of the road close to the car in front.

BUICK ELECTRA 225 4-DOOR HARDTOP



LE SABRE . . . INVICTA . . . ELECTRA

INSIDE

Floors that are lower . . .
more leg room, foot room.
Higher, more comfortable seats—
more deeply cushioned, too.
Richer, more luxurious
interiors than ever before.
All-new colors.
Twilight Sentinel*—a new,
optional safety feature, turns
headlights on automatically
as it gets dark.

*OPTIONAL AT EXTRA COST.

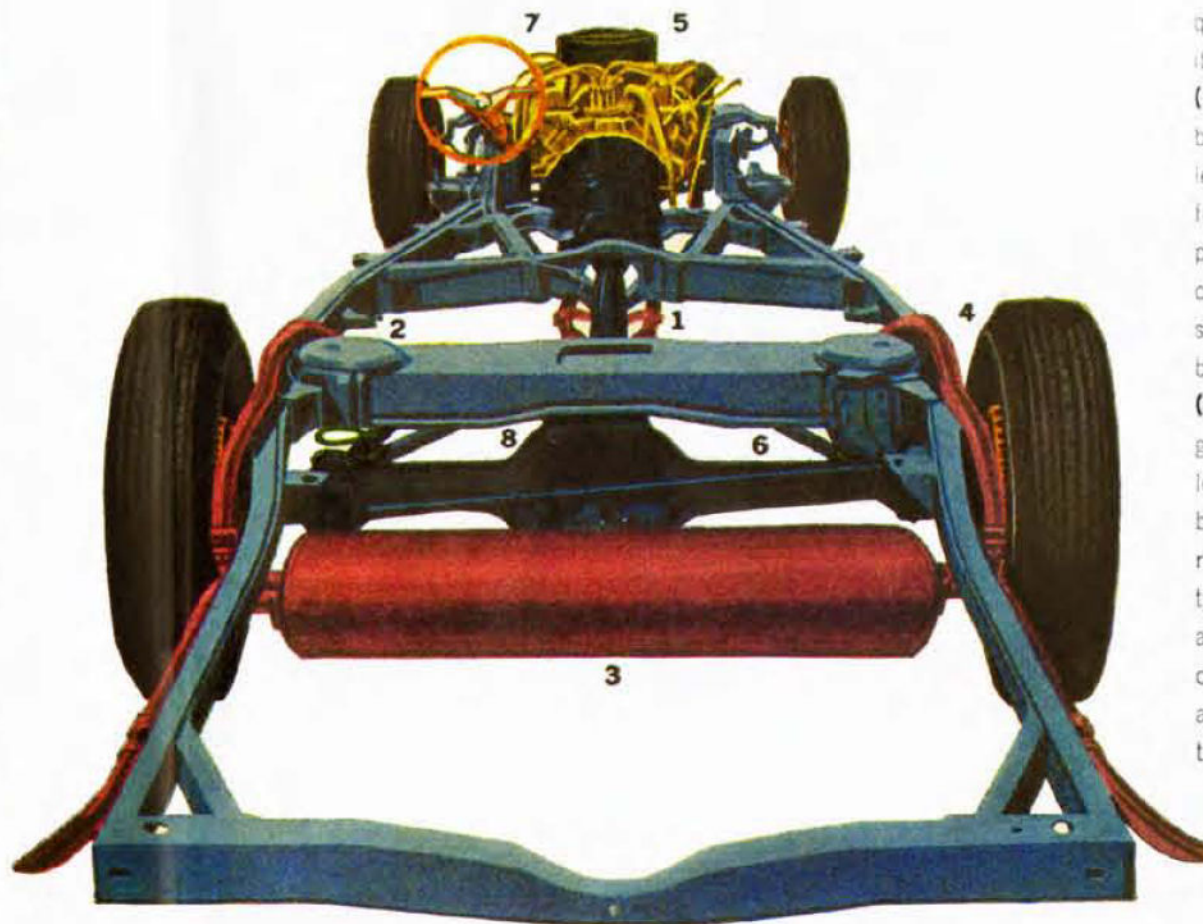


IMPRESSIVE COMFORT AND QUIET

BUICK ELECTRA 225 4-DOOR HARDTOP



Careful comparisons indicate that today's Buick is perhaps the quietest-running car built in America. Nobody goes so far as Buick in use of noise-insulating materials, including rubber engine mounts, rubber pads between body and frame and between the coil springs and frame.



The Buick Chassis is exclusive among today's cars in its built-in and lasting quietness. Buick's box-girder K frame itself is extremely strong and rigid. **(1)** Fully-enclosed Torque-Tube Drive baffles noise, deadens vibration; also leaves Buick's 4 deep-coil springs **(2)** free to do only the springing job, not part of the driving too, as in most other cars. **(3)** A new transverse muffler system gives quieter operation, freer breathing and much longer muffler life. **(4)** Buick's 15-inch wheels provide bigger brake drums, better road clearance, longer tire life. **(5)** True-balance stabilizer bar on all models gives a solid road-hugging stance and feel on all types of road. **(6)** Rear track bar guards against roll and sway. Special design of **(7)** Buick's engines, fan mounting and **(8)** rear axles further contribute to quiet, vibration-free operation.

THE TURBINE DRIVE BUICK '60

OUTSTANDING PERFORMANCE



Improved Power Steering* — owners call Buick's Power Steering the best combination of complete ease and complete sense of control found anywhere today.

BUICK ELECTRA 225 4-DOOR HARDTOP



Buick's Vertical Valve V-8 Wildcat Engines, including an optional new LeSabre Engine designed to give good performance on regular grade fuel.

Buick's Exclusive Turbine Drive Transmission* is jet smooth. No gears ever shift while the car is in

motion! Gives superb performance in starting or passing . . . high economy at cruising speeds.

Remarkable Gas Economy — owners of even the most powerful of today's Buicks commonly log 15 to 18 miles per gallon.

*OPTIONAL AT EXTRA COST ON SOME MODELS.

LE SABRE . . . INVICTA . . . ELECTRA

Buick's Exclusive Air-Flo Aluminum-Drum Braking System—gives stopping power and durability unsurpassed by the brakes on any other American car. With 15-inch wheels instead of the customary 14-inch to increase tire life and provide space for Buick's big brake drums. Fin-cooled drums front and rear, Aluminum front drums where braking load is heaviest. Air-Flo wheel slots continuously direct high-pressure air from beneath the car over the brake drums to cool them better.

BUICK LESABRE 4-DOOR SEDAN



19 MODELS . . .

at an all-time high in Buick quality. Today's Buick buyer benefits from an intensive program of modern quality control. To offer this fine Buick quality to the greatest number of families, The Turbine Drive Buick '60 is available in these magnificent series: Buick at its thriftiest—**Buick LeSabre** (today's version of the Buick Special) . . . Buick at its most spirited—**Buick Invicta**

(today's version of the Buick Century) . . . Buick at its most luxurious—**Buick Electra** (today's version of the Buick Super) and the **Buick Electra 225** (today's version of the Buick Roadmaster) the finest Buicks of all.

Every one of Buick's 19 models is a car large enough, strong enough and able enough to serve today's American family well and long on today's American streets and highways. Your Quality Buick Dealer earnestly invites you to inspect and drive these wonderful cars—at your own convenience and with absolutely no obligation.



BUICK ELECTRA 225

BUICK INVICTA

BUICK LESABRE

BUICK BY GENERAL MOTORS—TWO OF THE MOST TRUSTWORTHY NAMES ON EARTH