

BUICK

magazine

JANUARY 1954

HERE NOW! 1954
BUICK
THE BEAUTIFUL BUY



Tomorrow is here!

YOU see it—in those lines that nestle lower to the roadway, that thrust further forward and aft, that rival those of an arrow in their functional fitness.

You sense it—in the vastly broadened vision of its panoramic windshield, in such interior innovations as its airplane-type controls, linear speedometer, and high-air intake ventilation.

But most of all, you feel it—in the surge of new-found power that takes it from your toe when you want to go in a way that exceeds even the engineers' early expectations. "Sensational," you'll say and without exaggeration, when you sample the step-up in power you get from that great V8 that's now in every Buick.

You've had hints before that Buick was setting patterns for the future—in its development of Twin-Turbine Dynaflow Drive, the Million Dollar Ride, the world's first vertical-valve V8.

You know Buick has done it now *in everything*—in style, in ride, in comfort, in performance. See these provocative new Buicks for 1954. Drive them. You'll agree, "tomorrow is here."



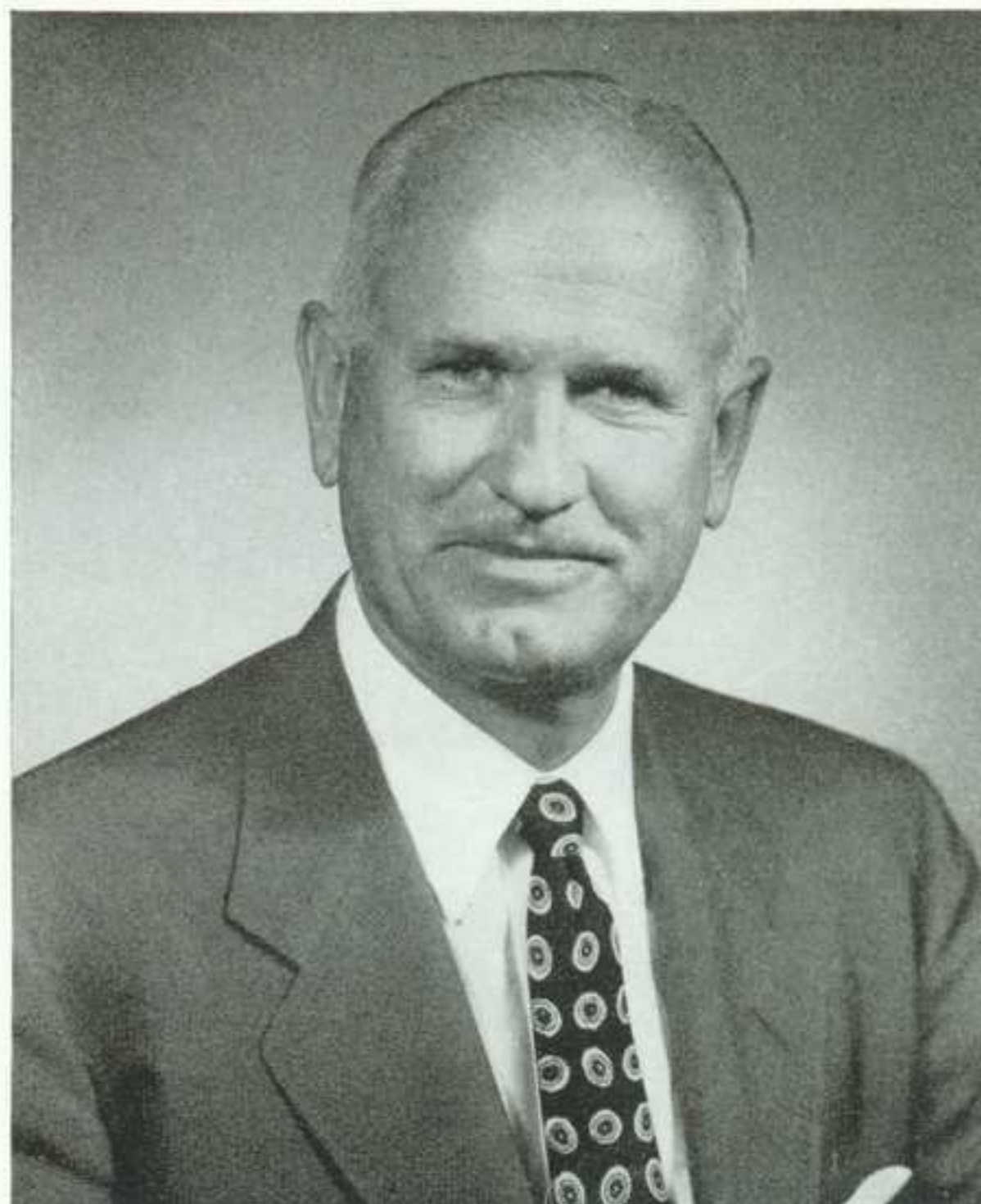
When better automobiles
are built Buick
will build them

Fresh and new, inside and out...

THE BEAUTIFUL 1954 BUICKS

By IVAN L. WILES

General Manager
Buick Motor Division



HERE THEY ARE—the 1954 Buicks—new inside and out—the crowning achievement of fifty-one years of Buick progress—finer than the finest Buicks of the past—finer than other cars in their class.

There is so much to tell, so many things new and different about Buick for 1954 that all we can hope to do in this Announcement Issue of the *Buick Magazine* is to present the high lights. The articles on following pages by Mr. Verner P. Mathews, Buick's chief engineer, and by other Buick executives will convey some idea of all the good things embodied in these superb new cars. But all of us hope that you will take the very first opportunity to see the new Buicks for yourself and to experience their thrilling performance on street and highway.

Even your first quick viewing will show you why everyone who has seen them is so genuinely excited about these new cars. As your eye glances from one feature to another of the breath-taking exterior styling, you are keenly aware these are truly new cars—new bodies, new hoods, new panoramic windshields, new fenders, new grilles on all series.

Then, as you open a door to a spacious interior, you will see that here, too, Buick styling has achieved completely new heights. The instrument panel establishes an entirely new concept of

functional, eye-pleasing design and the same spirit of freshness is apparent in the entire interior treatment.

You will see the ever-popular Special with a powerful new V-8 engine . . . the beautiful and dashing Skylark with a sensational new look. You will see new all-steel Estate Wagons . . . newly designed convertible and Riviera models with a "Skylark" motif.

As you note the various models, you will become particularly aware of some exciting newcomers to the Buick line—the Century Riviera, Century four-door sedan, the all-steel Century Estate Wagon, and the all-steel Estate Wagon in the Special Series.

Last year, the characteristic of the Golden Anniversary Buicks that drew most praise and enthusiasm was their nimble, spirited performance—breath-taking acceleration, power, and instantaneous responsiveness. Yet, for 1954 even this magnificent achievement has been surpassed.

Sensational engine changes throughout the line result in still quicker acceleration, livelier performance, and further gasoline economy.

The popular Special Series has a completely new power plant—a powerful 264 cubic inch 90° V-8 engine. This new engine boasts a compression ratio of 8.1 to 1 with Dynaflo, which means that power output has been correspondingly increased. Specials equipped

BUICK magazine

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This magazine comes to you as a friendly messenger from your Buick dealer. It provides an additional means of saying that you are a welcome member of the Buick family

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This Month's Cover

The beautiful new 1954 Buicks are on display this month in Buick dealer showrooms throughout the country, and excitement is running high. This entire issue of BUICK MAGAZINE, four pages larger than usual, is devoted exclusively to telling you all about the thrilling new line of automobiles.

Nine different articles, with illustrations, take up in detail the many engineering and styling features that have gone into this all-new line of automobiles.

After reading these interesting articles, it is hoped that you will see the new Buicks first hand by visiting your Buick dealer. He will be happy to give you a demonstration ride without obligation.

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with Dynaflow have 150 horsepower, an increase of 15 per cent over last year. Specials equipped with Synchro-Mesh transmission have a new high of 143 horsepower with a compression ratio of 7.2 to 1.

Skylark, Roadmaster, Super, and Century models have equally significant power plant changes. The 322 cubic inch Fireball V-8 engine, introduced by Buick in 1953, is even more powerful in 1954, due to improved combustion chamber design and increased volumetric efficiency. The result is still livelier acceleration combined with still greater economy.

In introducing a new line of automobiles so completely different from the Buicks of previous years, I feel that much of the story is in the thinking here at Buick that went into the development of the 1954 models.

All of us knew that the Golden Anniversary Buicks were far and away the greatest Buicks in fifty great years. And the public's response verified this feeling, as nearly a half million Buicks were delivered in 1953.

Yet, in 1954, Buick, we knew, would have to maintain its long-established policy of bringing out new models that would not only surpass everything that had gone before but that would top anything competition could offer.

It was a challenge that the well-coordinated Buick team was happy to meet. The result, we know you will agree, is a fresh all-new Buick, inside and out, not only the finest line of cars we have ever built but a line of cars that is far ahead of the rest of the field in design and performance.

As much as the emphasis is on newness, however, the 1954 Buicks also retain a long list of the features on which Buick's reputation has been built—features which are found only on Buick.

The number of Buicks on the road today attests to an ever-increasing public awareness of the sincerity of Buick's policy, "When better automobiles are built, Buick will build them."

Now, starting a new half century, in the enviable position as first in its price class in the automotive industry, producing and selling more automobiles each year than any manufacturer outside the so-called "low-price three," Buick introduces for 1954 a new series of automobiles for a new market—the elegant and powerful Buick Century Series.

These lively newcomers to the Buick family are available in three different body styles—Four-door sedan, Riviera coupe, and all-steel Estate Wagon.

The Century is a value-packed automobile, well qualified to take its place in the outstanding line of 1954 Buicks. In the following pages, and also in the brochure accompanying this issue of *Buick Magazine*, the features of the new Century are taken up in detail, and you can see for yourself why we are so proud of it.

Buick's famous riding and handling qualities have been further

improved. The new independent type front-end suspension and steering geometry, introduced in all models, give better directional stability and counteract the tendency of road irregularities to steer the car. Add to these such additional new features as direct-acting shock absorbers, relocated rear engine mount, and many other factors that are taken up in greater detail on pages 16 and 17, and you can see why we are more enthusiastic than ever about Buick's "Million-Dollar Ride."

Distinguished styling, always a Buick characteristic, reaches a new peak in the 1954 models for every car in the line, from the Skylark to the Special, the Riviera models, sedans, convertibles, and estate wagons. The spirited Skylark, that so fired the public's fancy last year, is more dashing than ever in 1954. New fenders, taillights, deck lid, and fender wheel cutouts enhance still further the Skylark's lively lines.

The 1954 Roadmaster, the very finest automobile in the luxury field, is far and away the greatest Roadmaster Buick has ever produced. New body styling and panoramic windshields provide more visibility. All series have new type "swing-out" front door hinges and "swing-in" rear door hinges that allow more freedom in entering and leaving the car, and within the car there's a feeling of extra roominess.

There is a new instrument panel with some revolutionary new features, such as the linear-designed "Redliner" speedometer, and handy-to-use aircraft type controls. These new features are found on Super as well as Roadmaster models. There are new electric window lifts . . . electrically operated front seat adjustment with push-button control to move the seat forward, backward, up and down . . . there is an electrically operated radio antenna as optional equipment on all series. These and many other "extras" that add to driving ease and enjoyment make the 1954 Roadmaster the outstanding automobile on the road today.

The popular Buick Super again offers many of the same fine features found in the Roadmaster—increased visibility, new sweepspear molding, a completely new body, new grille, new headlight fields, new ventiports—the list goes on and on.

The Buick Special, available in a wide choice of body styles, has been given extra-special treatment in 1954, getting not only a completely new body, but a new power plant as well. This power-packed new V-8 engine, with its greater efficiency and fuel economy, makes the 1954 Special more than ever the logical choice for the budget minded.

Year after year, Buick has offered more value per dollar than any other make of automobile. Again in 1954, Buick is setting the pace, giving the public the styling and performance it wants in a wide range of prices. That's why I'm certain when you see this proud new line of 1954 cars, you'll agree: "Buick's the Beautiful Buy."

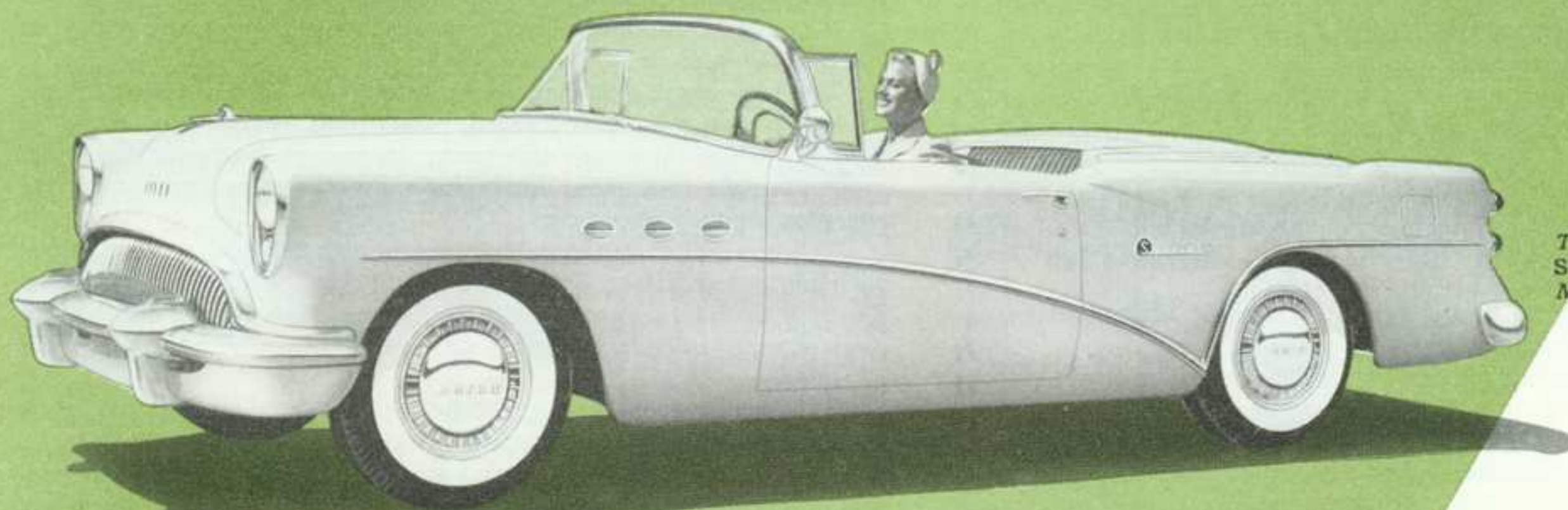
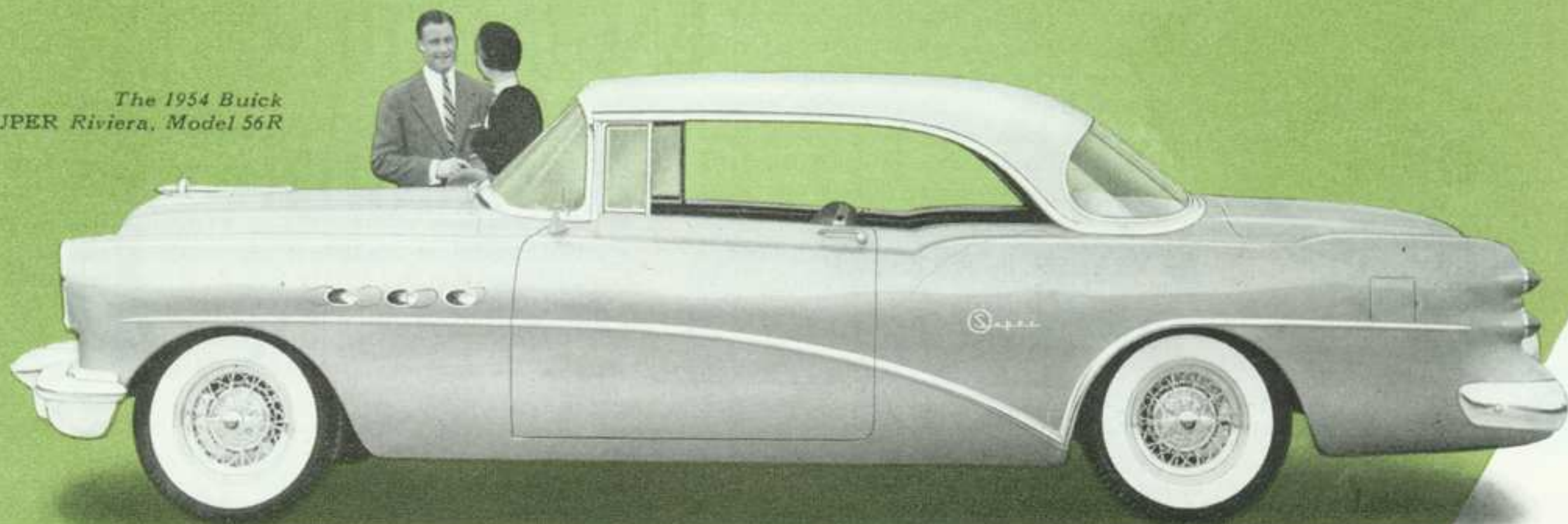
The 1954 Buick
SKYLARK,
Model 100





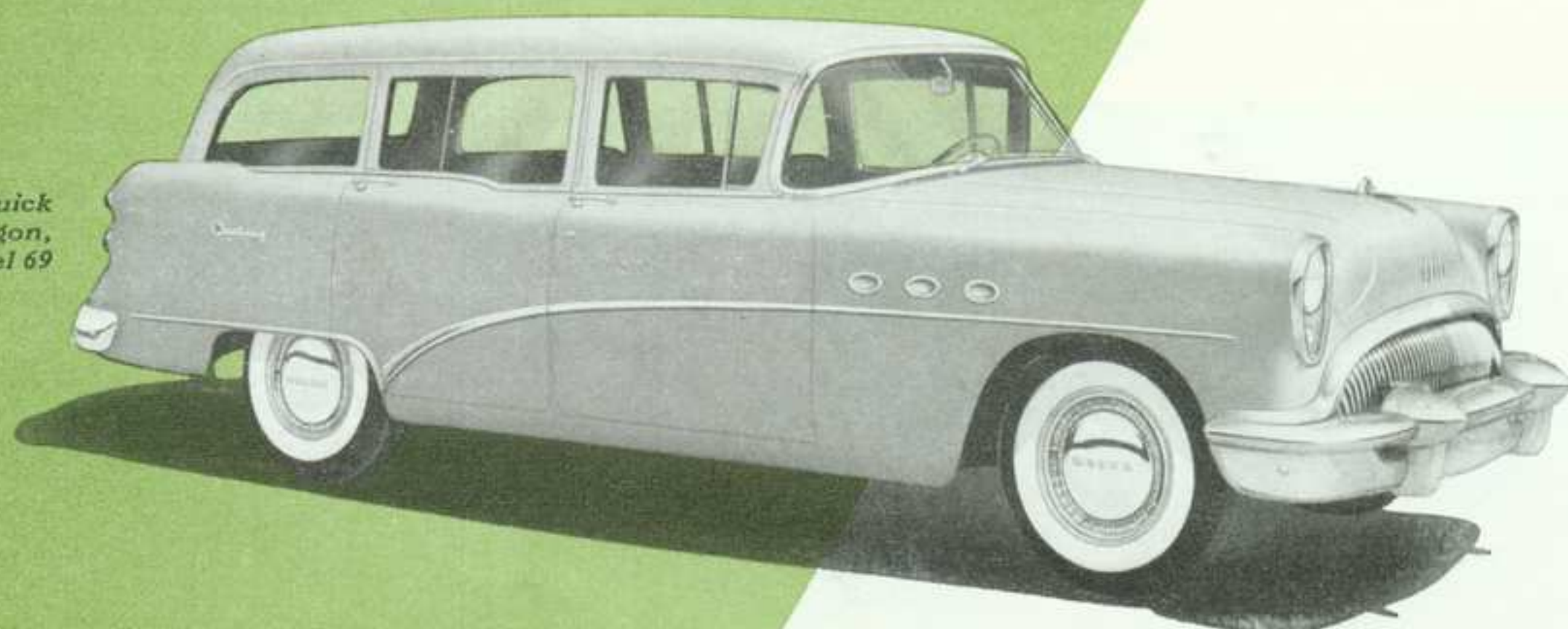
*The 1954 Buick
ROADMASTER Four-Door Riviera Sedan,
Model 72R*

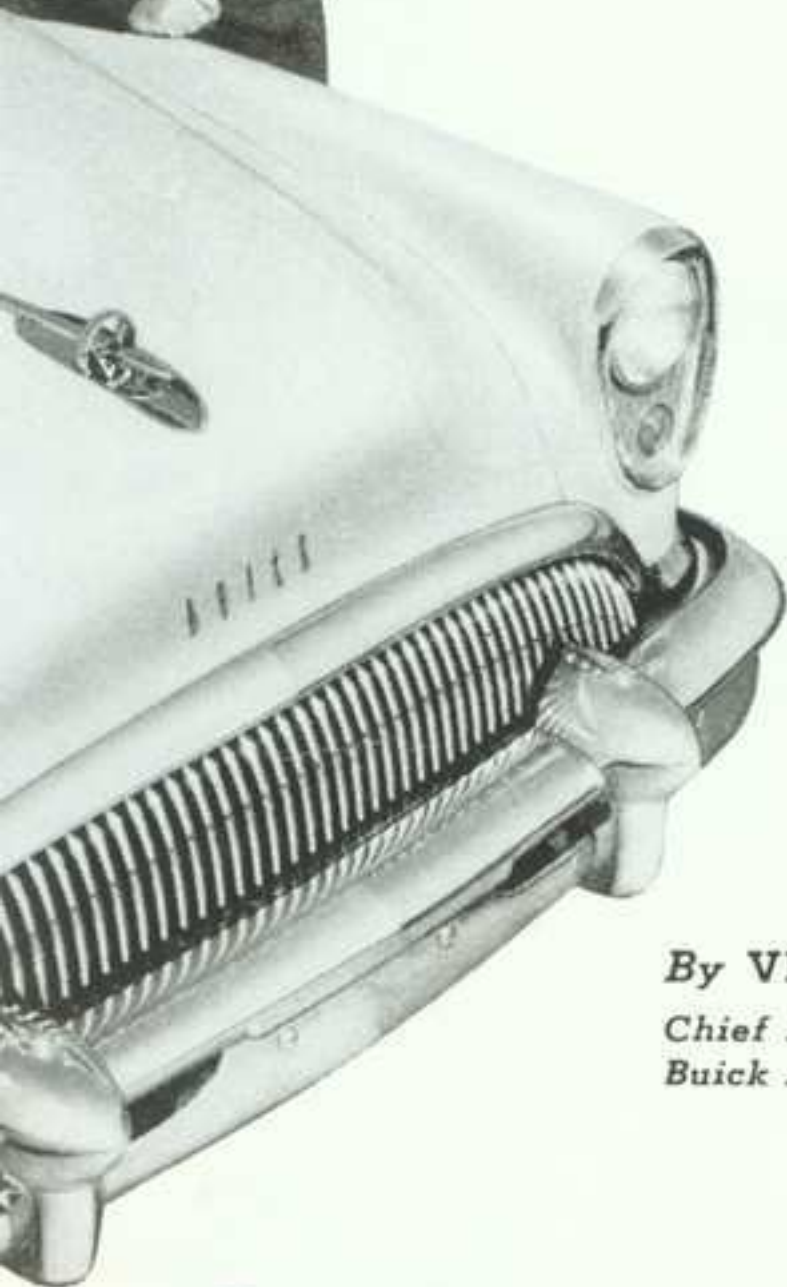
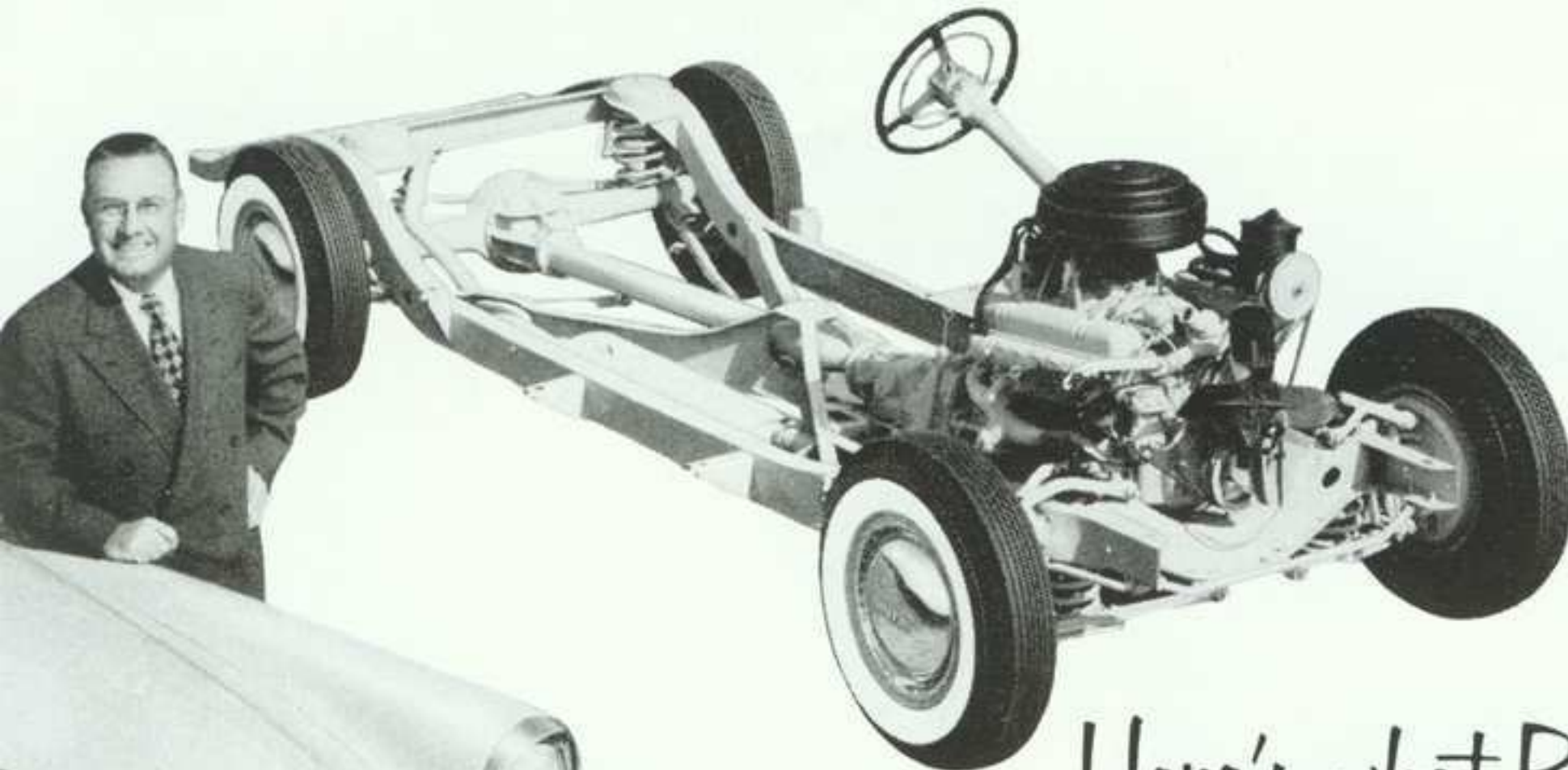
*The 1954 Buick
SUPER Riviera, Model 56R*



*The 1954 Buick
SPECIAL Convertible,
Model 46C*

*The 1954 Buick
CENTURY Estate Wagon,
Model 69*





Here's what Buick brings to you...

ENGINEERING HIGHLIGHTS

OF

1954

By VERNER P. MATHEWS

Chief Engineer
Buick Motor Division

A lower and safer car . . .
 "Abundant power for every driving need . . .
 "Even more smoothness of operation . . .
 "Better economy . . .
 "Easier than ever to drive . . .
 "Still more riding comfort . . .
 "A car of fresh new styling, expressing smartness, good taste, and beauty inside and out . . ."

These, in essence, were our primary objectives in engineering the 1954 Buicks.

Every single one of them has been achieved. And, with a great many other outstanding features, all are incorporated in the sensational new Buicks.

Buick is bringing to you a delightful line of automobiles—all-new cars that embody the most advanced engineering principles with the most appealing design. It is not only the finest line of Buicks we have ever built, but Buick is again ahead of anything competition can offer.

In a line of automobiles, brand new from start to finish, there are many, many engineering high lights, and space will not permit me to touch upon all of them. But I would like to call particular attention to the very substantial engine improvements resulting in even better performance and efficiency, and additional economy.

The powerful 322 cubic inch, 90° V-8 engine introduced in Skylark, Roadmaster, and Super models last year, boasting a compression ratio of 8.5 to 1, highest in the field, has been further improved.

Buick power and performance reaches an all-time high in 1954 with the introduction of a new combustion chamber, redesigned intake and exhaust passages, and a new Power-Head Piston.

The 322 cubic inch Fireball V-8 engine brings tremendous new reserves of power to Roadmaster, Super, and Century models. The Roadmaster has been stepped up to 200 horsepower, and the Super to 182 with Dynaflow. The Century has a horsepower rating of 200 with Dynaflow.

The new combustion chamber, which has an increased volume to area ratio, means increased power and better fuel economy through better thermal efficiency. It means faster accelerating, more pleasant motoring, and a safer margin of reserve power for every emergency situation.

The new 264 cubic inch V-8 engine with 150-horsepower rating with Dynaflow in the Special Series . . . the addition of the new Century Series . . . are equally significant high lights, and all are covered more fully in following articles in this same issue of *Buick Magazine*.

But the biggest—and most noticeable—engineering change is the advanced styling with new bodies on all series and models . . . the Special, Century, Super, and Roadmaster, the sedans, Rivieras and convertibles, and the all-steel Estate Wagons. And there is a brand-new Skylark with very distinctive and different styling.

With entirely new frames, the 1954 Buicks are longer, lower, and roomier. Buick has long been recognized as one of the "safest" cars on the road. Now, with a still lower center of gravity, the new Buick is an even safer car. Without a proportional increase in over-all length, we have increased the wheel base to 127 inches on all Super and Roadmaster models, and to 122 inches on all Special and Century models.

The use of panoramic windshields is another great engineering feature of the new Buick. This has greatly improved vision in all directions, eliminating "blind spots," another important safety factor.

In discussing engineering high lights, we have barely scratched the surface. There are many more to come. You will note as you look over the 1954 models that all convertible and Riviera models

New Power-Head Pistons mean added power



have a racier, sportier look. This has been effected in part by rear fender cutouts, revealing the contour of the rear wheels similar to the 1953 Skylark.

Bumpers, front and rear of all models, have been completely redesigned. One of the innovations in 1954 styling provides for the back fenders to flow gracefully rearward from the body. Harmonizing with these eye-pleasing lines, the bumper wraps completely around the profile of the fender. Backup lights in the new models are placed in the body.

New grilles, bumper guards, hood emblems, and other features contribute greatly to Buick's pleasing new front lines. But the most eye-catching change here has been effected by the 1954 styling of hood and front fenders.

Hoods are longer and lower, and fenders are higher than last year, creating an altogether different outlook from the front seat. Looking ahead, there stretches before the driver a long, low plateau—cleanly outlined on each side by the raised fenders. In addition to the appearance factor, the raised fenders serve as a guide for parking and maneuvering in close traffic.

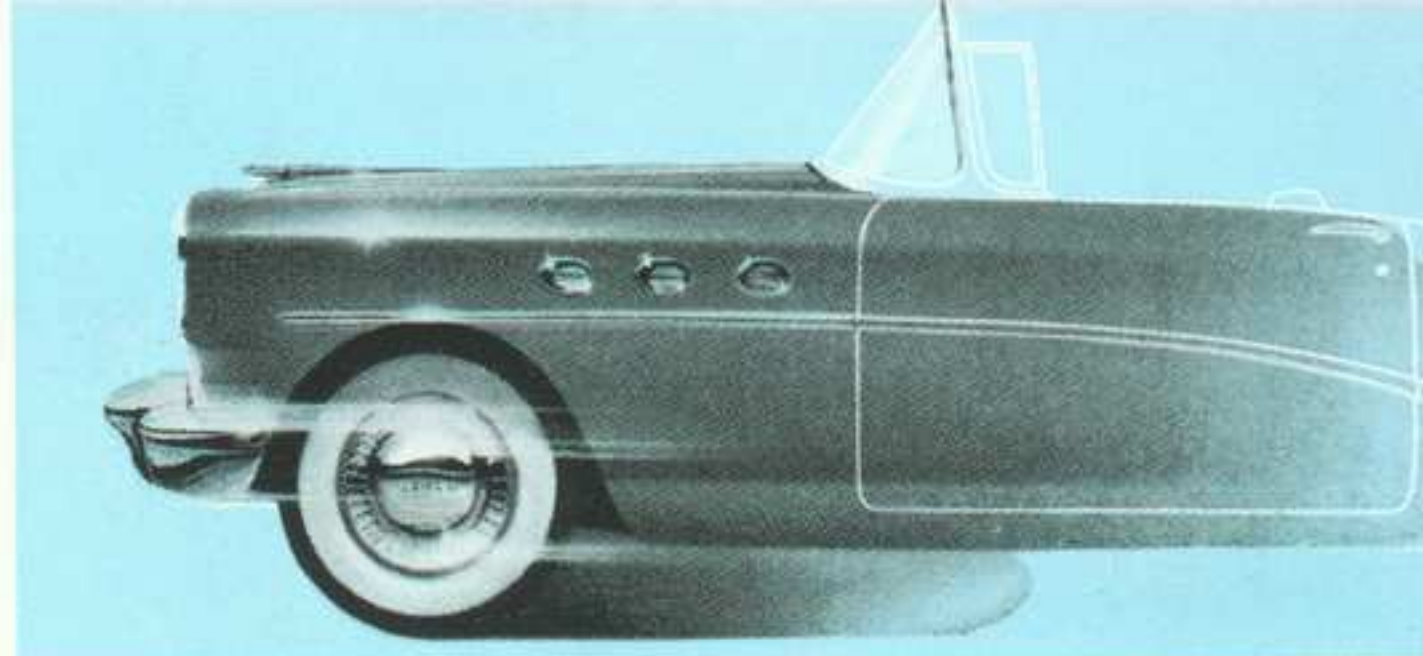
The hood continues to be the alligator type introduced last year, but the release mechanism has been moved to the outside, between the radiator grille and the radiator grille frame. The letters B U I C K have been placed across the front end of the hood on all models.

In the interior, trim styles are completely new, carrying out the advanced styling theme. Another important advancement you will note on all models is the 1954 instrument panel with aircraft type controls. They are strikingly new in appearance and practical in function. An example of the practicality of this new arrangement is the placing of the light switch to the left of the steering column, where only the driver can reach it. This is an obvious safety factor in that it lessens the possibility of the headlights being accidentally turned off by the driver or passengers when reaching for another control. Another feature that is brand new in the industry is the Redliner speedometer on Super and Roadmaster models.

Buick for 1954 has a completely redesigned ventilation system, bringing more and cleaner air into the car. This is the result of a new type of all-weather cowl ventilation that takes the air from the top of the hood, where there is less likelihood of picking up road odors. The system is so designed that it can be kept in use even during a heavy rainstorm without a drop entering the car.

There are engineering "extras" galore in the new models. New electric window lifts are standard equipment on the Roadmaster convertibles and Roadmaster Rivas and optional on the 72R and Super models. There is an electric push-button control to adjust the front seat—forward or backward, up or down—to the most comfortable driving position. This feature is available equipment on all Super and Roadmaster models. Standard equipment on Super and Roadmaster sedans includes new built-in sun visors. Super and Roadmaster four-door sedans have rain coves over front and rear doors that permit lowering of windows while driving in the rain. The radio antenna is now located on the left front fender. An electrically operated unit is available as optional equipment on all series.

The twelve-volt electrical system, used last year in the Super and Roadmaster Series, is now used in all models. To make full use of the advantages of the new battery, the 1954 starting motor has



Twin-Turbine Dynaflow for smooth, silent getaway

been completely redesigned to crank at a higher speed while drawing less amperage.

Buick's famous smooth-operating Twin-Turbine Dynaflow has been further improved for quieter operation. In addition to continuing as standard equipment on Skylark and Roadmaster models, Twin-Turbine Dynaflow will be optional on all Super, Century, and Special models.

In building an all-new Buick inside and out, careful attention has been paid to riding comfort to further improve Buick's "Million-Dollar Ride." The new independent type front-end suspension and steering geometry in all series improves riding comfort, makes steering easier, and gives more positive directional stability. Among the new features are direct-acting front shock absorbers and relocated rear engine mount, both of which contribute to greater smoothness.

Both power and manual steering have been improved for 1954 by reducing the steering linkage ratio. This is a significant, though technical change, and probably the best explanation is to say that the new ratio makes it possible to swing around corners with less turning of the steering wheel.

Power Brakes also have been improved, providing for less pedal pressure. A safety device has been added that makes Power Brakes operative when the ignition key is on.

There has been a significant change in tire design that means not only additional riding softness but less squeal when turning corners. This is another important engineering high light, and a development that is the result of Buick's insistence on a quieter and smoother ride.

This is only a brief sketch of Buick's engineering high lights. To fully appreciate Buick's performance story for 1954, you must see for yourself.

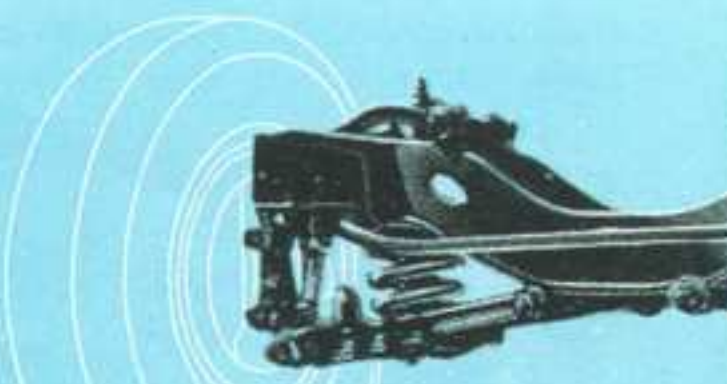
I'm certain you will be fascinated with the new Buicks from the first moment you see them. Open the new front door; its new swing-out hinging makes it easier than ever to get in and out of the car. Then sit behind the wheel and you'll notice how much your road vision has been increased, how much more room you have inside the car. You'll like the feel and color of the new interior patterns. You'll like the smart, new instrument panel, and you'll discover many other fresh, new features. Then, when you step on the accelerator, you will thrill to brand-new power and performance that fully match the superb new styling.

That's the new Buick for 1954. There's nothing to match it on the road today.

Buick's new Redliner speedometer is featured on Super and Roadmaster models



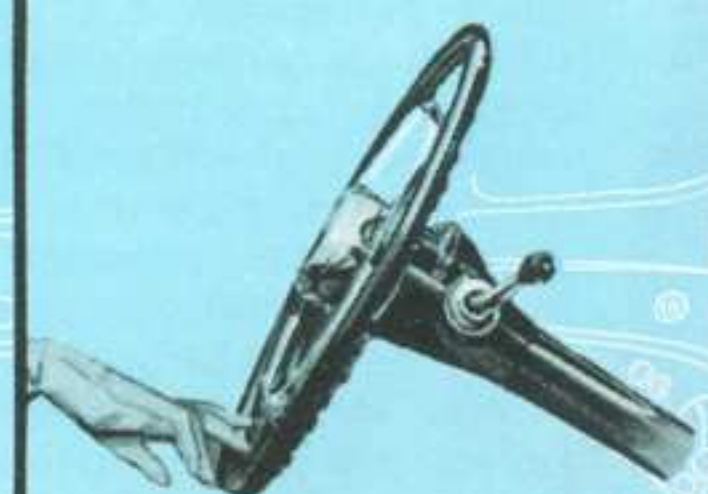
New front spring suspension provides smoother riding, easier steering



Improved Power Brakes make stopping more positive and effortless



Improved power steering offers more positive control



"The styling story"

COMPLETELY NEW



The longer, lower look, sweeping panoramic windshield, and new lines of the Roadmaster Two-Door Riviera reflect Buick's advanced styling for 1954

AN AUTOMOBILE of such completely new appearance as the 1954 Buick just doesn't happen.

With typical Buick thoroughness, the new line of Buicks were carefully researched, carefully thought out and planned long before the first pencil sketch was ever made.

With characteristic Buick boldness, a brand-new styling and design was achieved, a styling that promises to be as sensational as many other "firsts" introduced by Buick.

And, with genuine Buick sincerity, the new line of cars points up once again the well-known Buick standard, "When better automobiles are built, Buick will build them."

Time and time again, Buick has been first in the field with important advances, and each year has seen new standards of excellence. To mention a few of the most recent advances, there has been Dynaflo Drive, Riviera Styling, Buick Easy-Eye Glass, Airpower Carburetor, the Skylark, and now this year's fresh, new 1954 styling.

From those fabulous cars of the future—the XP-300, the Wildcat, and the Skylark—come many of the outstanding features found on the new Buicks: rear fender cutouts, downswept doors to follow the fender slope, cutaway front seats, panoramic windshields.

In achieving a brand-new look for 1954, Buick did not sacrifice any of the time-tested fundamentals which have made it the quality automobile it is today. There was a rigid set of ground rules for the stylists to follow, all based on present standards and carefully tabulated research.

The styling section had these things to keep in mind:

The width and length of the car must conform to present highway and parking standards. The 1954 Buick would have a longer wheel base. Seating arrangements must provide plenty of leg room, and there must be ample headroom. Step-in height must be convenient. There would have to be plenty of luggage space in the trunk. Instruments must be attractive, accessible, and usable.

Opinion surveys, many of which were taken, had also disclosed a strong public desire for higher fenders, a sharper deck lid, more windshield space and better vision from within the car, more eye-pleasing design.

With these "musts" established, Buick stylists went to work, making innumerable drawings, trying this and trying that, and bit by bit bringing together the final lines of the 1954 Buicks. It was no overnight process, but a long and painstaking task, requiring countless man hours and meticulous checking of every detail.

The result of this work can be clearly seen in the breath-taking new Buicks being brought to market this year. In the matter of bringing about completely new styling, yet remaining distinctively and unmistakably Buick, the 1954 design ranks as one of the outstanding and most significant achievements in Buick's fifty-one years.

Every detail, from the over-all shape of the body to the smallest part, has received attention in all of the new Buicks. The new treatment was not limited to any one model or any one series, but it was extended all across the line, new bodies and new styling on every Buick model.

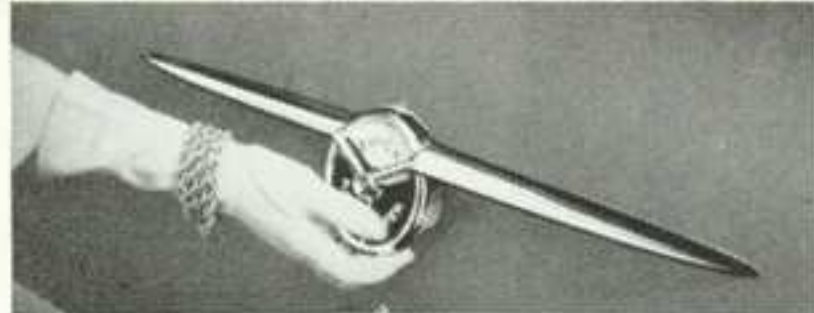
As you look at this year's new line-up of Buicks, some of the first things you will notice are:

1. New lines—The hood has been lowered, the deck lid raised, and the body is closer to the ground. The lowering was done in the chassis and in the slope of the roof, which did not take away any interior room. In fact, with a longer wheel base, the 1954 Buicks have more room than last year.

2. Panoramic windshields—Remember the "ohs" and "ahs" when the XP-300, Buick's "Car of the Future," was first introduced. This panoramic windshield with reverse slanting pillars on some models and vertical pillars on other models is straight from the "Car of the Future."

3. Back window—Depending on the Buick you're examining, the

All models have the new tri-color deck lid emblem



Redesigned slash-type ventiports add to Buick's new look

AND DIFFERENT

Buick's front end has received smart new styling treatment



New panoramic windshields increase visibility



Headlights show distinctive 1954 treatment

Improved ventilation is one of Buick's major advancements for 1954



back window is from three inches to four and one half inches wider than last year.

4. Cowl ventilation—The engineers devised a revolutionary way of letting air into the car and separating the water, in case of rain. Stylists have worked out an equally pleasing cowl at the bottom of the windshield to admit the air.

5. Sweepspear molding—There's a new type of molding this year that makes a very definite contribution to the new Buick look, giving much of the "Skylark feeling" expressed in this year's models.

6. Outside mirrors—There is a new outside mirror on all convertible and Roadmaster Riviera models mounted on the fender cove.

7. Model identification—On the rear fender of each model, Buick has a new method of identification. In each case, the first letter—the "R" in Roadmaster, "S" in Super, etc. is on a red field, and the other letters sweep backward with a connotation of luxury and elegance.

8. Rear fenders and taillight—On convertible and Riviera models, the rear fender is cut out to permit full exposure of the wheel, another "Car of the Future" feature.

9. Head lamp and parking lamps—The general shape of the popular 1953 head lamp is retained, but even here there is an important change. The background below the head lamp is die-cast with a horizontal bar design, enhancing its attractiveness and also making it more easily cleaned.

10. Front grille—This striking Buick feature is new and different, there are more bars, narrower and respaced to make the grille more attractive and easier to clean. The grille is made of durable zinc and chrome plate.

11. Front bumper and bumper guards—The new front bumper is completely restyled. Bumper guards are the pointed-bomb type.

12. Built-in sun visor—On the Roadmaster and Super sedans, the roof is carried forward ahead of the windshield, making the sun visor an integral part of the body.

13. Rain cove—On Roadmaster and Super sedans, the rain cove is built over front and rear doors, adding to comfort, convenience, and appearance.

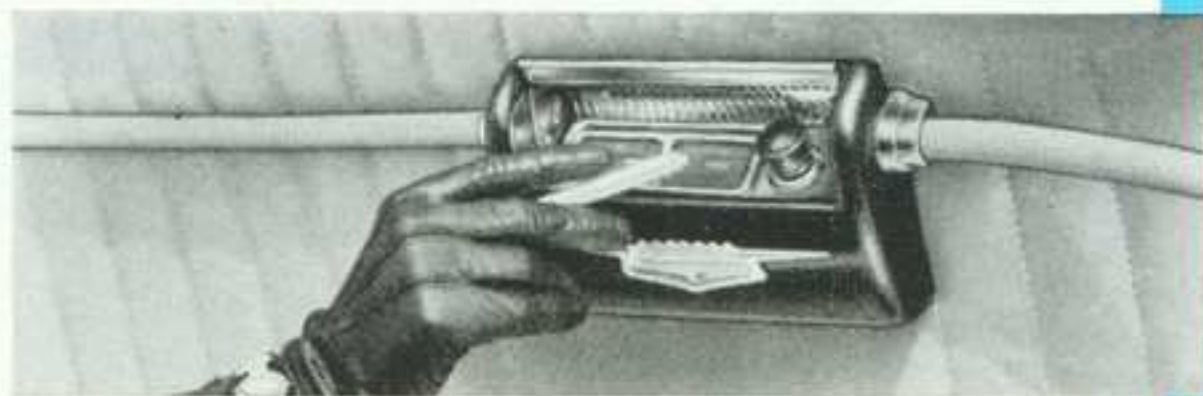
14. Swing-out front doors—Roadmaster and Super models have the new type swing-away door hinging that permits easier entrance and exit.

These, by no means, are all of the styling changes for the new line of Buicks. However, they do represent some of the most striking changes you will no doubt notice first. The more you look, the more changes you will discover—new features such as the wrap-around rear bumper, new rear license lamps and bumper guard, new hood emblem, new fender ports, new wheel covers, new outside door handles, new deck lid ornament, and the list goes on and on.

And the more you look, the more you will see why in 1954 Buick is truly *the beautiful buy*.

THE "INSIDE" STORY...

Beauty where



Even simple fittings have a gemlike character

I

T'S a breath-taking experience, stepping inside the new Buick.

There comes a new feeling of elegance . . . a new joy of being surrounded by every modern motorcar convenience . . . there's a new feeling of pride. Even the simple fittings have a gem-like character. The most casual glance tells that here all limitations have been lifted on luxury.

These beautiful 1954 Buicks—the smart convertibles, the Rivas, the one-and-only Skylark, the sedans, Estate Wagons—all have been designed to match the taste and spirit of any lively lady.

There on the inside she will find interiors richly tailored in the custom manner . . . luxurious fabrics that harmonize with the sensational new Buick body to set trends for tomorrow. There is rich warmth, glamour, and beauty everywhere she turns—the graceful new instrument panel blending into broad spaces of glass stretching all about her.

In the all-new line of 1954 automobiles, Buick reiterates once again its desire to please the ladies with fine fittings and conveniences, attractive and useful, to be equally enjoyed by all other members of the family.

Dynaflow, Buick Safety Power Steering, Power Brakes, all Buick contributions to the gentle art of driving, await milady's bidding. The elegance of the upholstery and all the interior fittings are suitable for the finest occasion, regardless of where she travels. Fine new fabrics selected from the nylon family, and glamour colors selected with the fairer sex in mind, add attractiveness and practicality to the new Buicks.

Milady can pick her own climate in fair weather and foul with the completely new system of cowl ventilation. The new Buicks, hugging the ground more than last year, require little effort to step into. Wide, easier-to-enter doorways allow her full freedom to enter and leave the car with feminine grace.

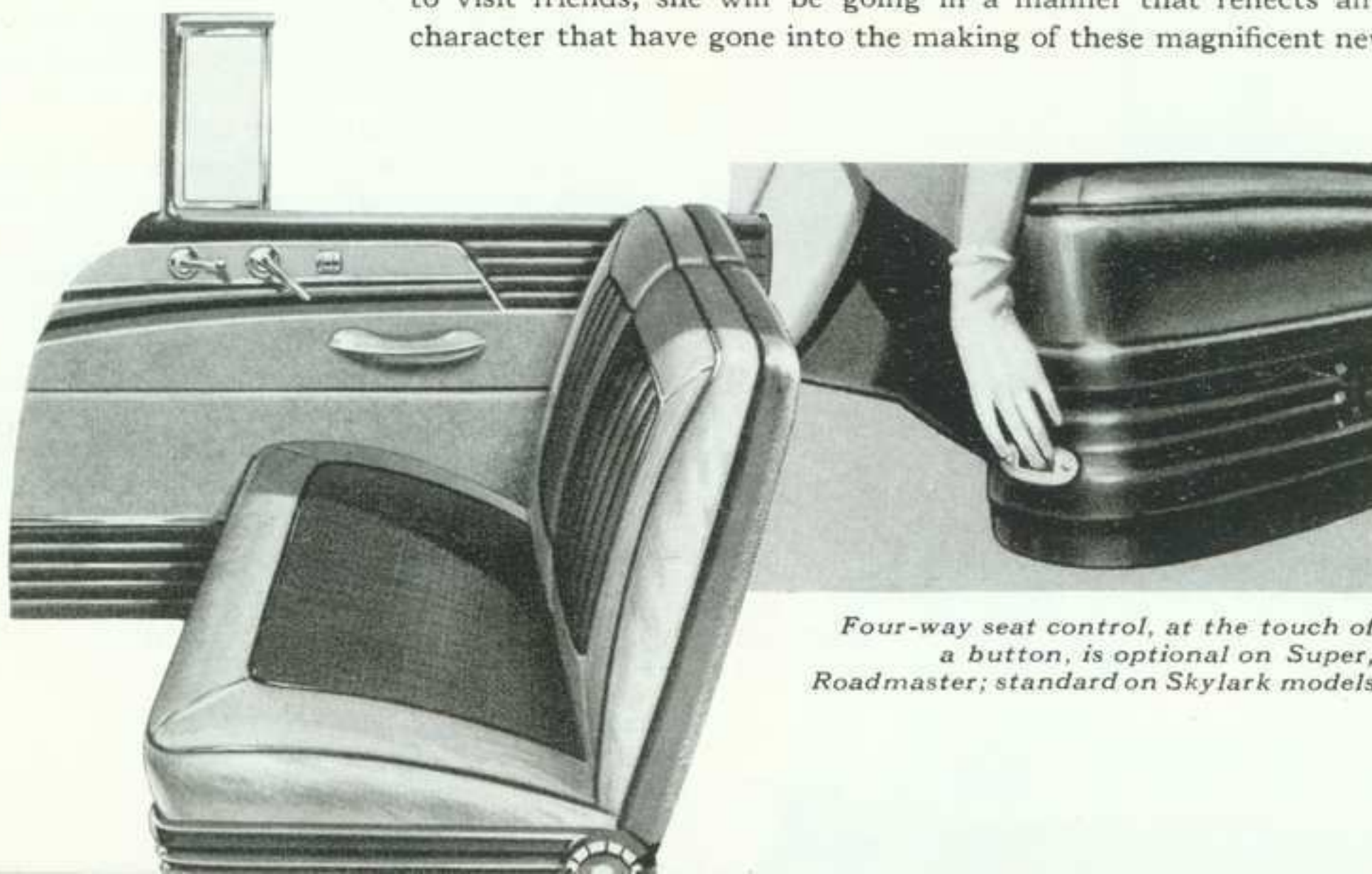
Easy-to-read dials, positioned at just the right place, and new controls, add to maximum ease and enjoyment with a minimum of driving effort. Four-way acting front seat controls—forward, backward, up, or down—optional in Super and Roadmaster; standard in Skylark models, position the seat to just the right driving height. Many new features have been added, and others enhanced to make the interiors of the 1954 Buicks a masterful work of art.

Combine these eye-pleasing interiors with matchless ease of operation—a car that takes the sharp corners easily, hugs along on the road under the most delicate guidance, a car that slides gently into tightest parking spots. Combine all these things, and then add Buick's new grace and sprightly charm.

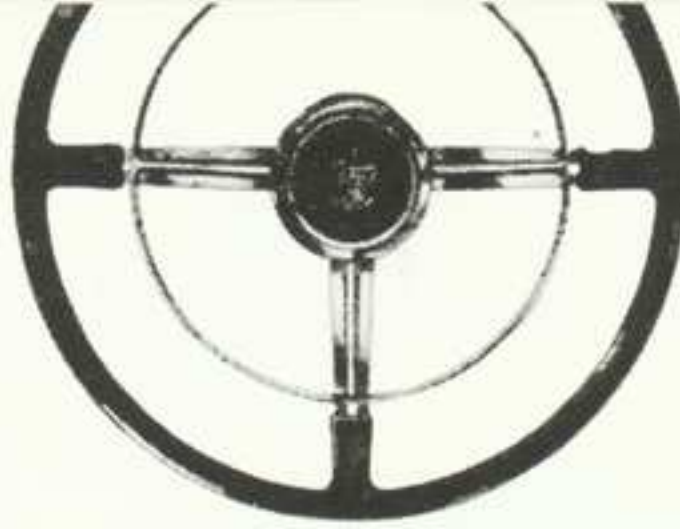
And, when milady drives to her afternoon bridge meeting, to the country club, or to visit friends, she will be going in a manner that reflects all the good taste and character that have gone into the making of these magnificent new Buicks.



Lustrous fabrics harmonize with the new Buick lines



Four-way seat control, at the touch of a button, is optional on Super, Roadmaster; standard on Skylark models

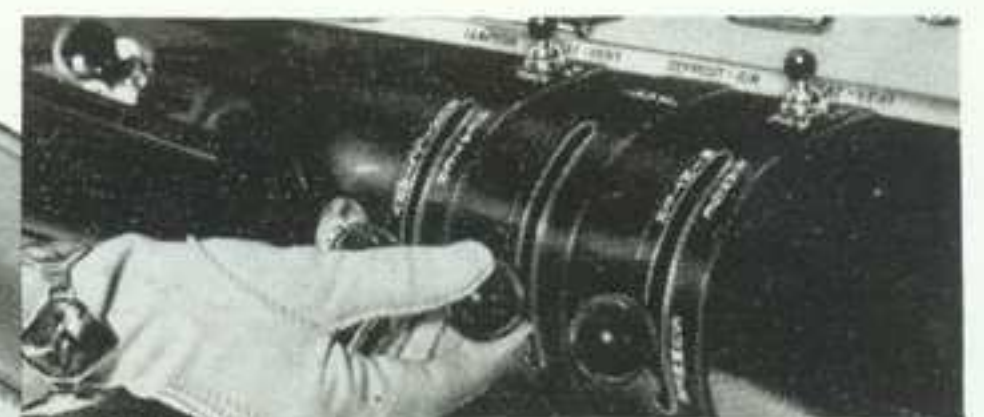
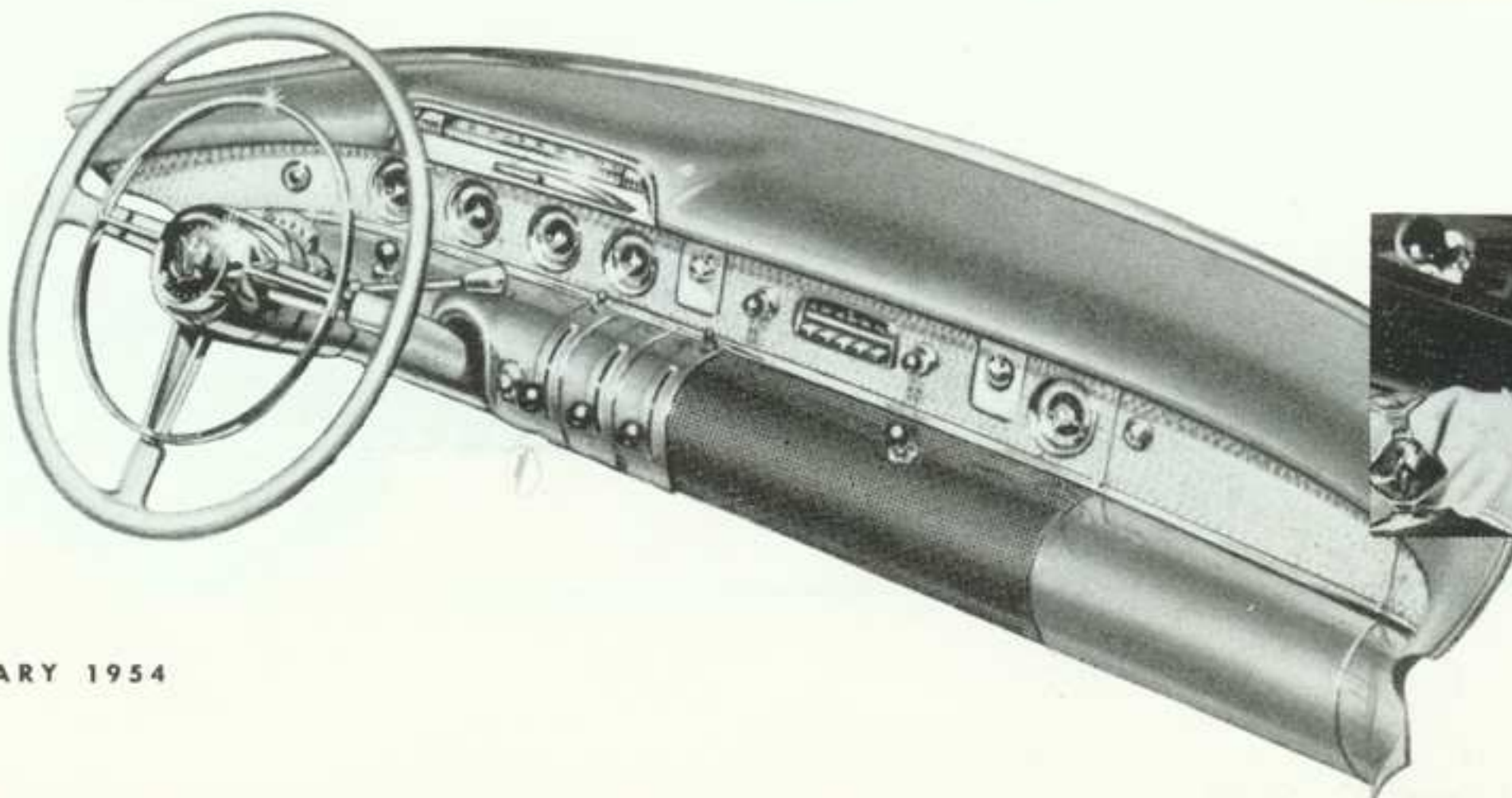


*Steering wheel
has smart, new design*

over you turn



Wide, easier-to-enter doorways lead into richly-tailored interiors



*Dials are easier to read,
controls more convenient*