



How to Make Points in the Station Wagon Set
SECRETS OF A BUICK STATION WAGON OWNER



Lesson Number One: **SHOW UP IN SOMETHING REALLY DIFFERENT**

THE SKYLARK SPORTS WAGONS—Nothing puts you one-up like being an innovator. People who lead the way just naturally attract followers. Up till now, creating any kind of stir in station wagon circles with something new has been difficult—if not impossible. But Buick has changed all this with the Skylark Sports Wagons. Absolutely no mistaking them for any other kind of wagon. The new Skyroof with special shaded glass panels not only lends distinction to the appearance but

vastly increases the riding enjoyment of rear-seat passengers (Don't lower the passengers; raise the roof!).

You can choose from four editions of this remarkable wagon: 2-seat and 3-seat Sports Wagons and Custom 2-seat and 3-seat Sports Wagons. Each model has a record 97.9 cubic feet cargo volume index. Speaking of seats and cargo space, the conversion of seats to cargo space is so easy it's almost fun. There's even a concealed luggage locker below the cargo deck.

The Skylark Sports Wagons come equipped with a saucy 210 h.p. Wildcat V-8 engine, but if you hunger for still more action we can up the horsepower to 250. Team your engine with either 3-speed synchromesh transmission or the automatic smoothness of new Super Turbine "300" (optional at extra cost).

Interiors, as you'll discover when you turn the page, are uncommonly elegant.

The Skylark Sports Wagons rest on a long 120-inch wheelbase, which, among other things, accounts for the majestic smoothness of their ride. Handling is excellent (after all, they're Skylarks).

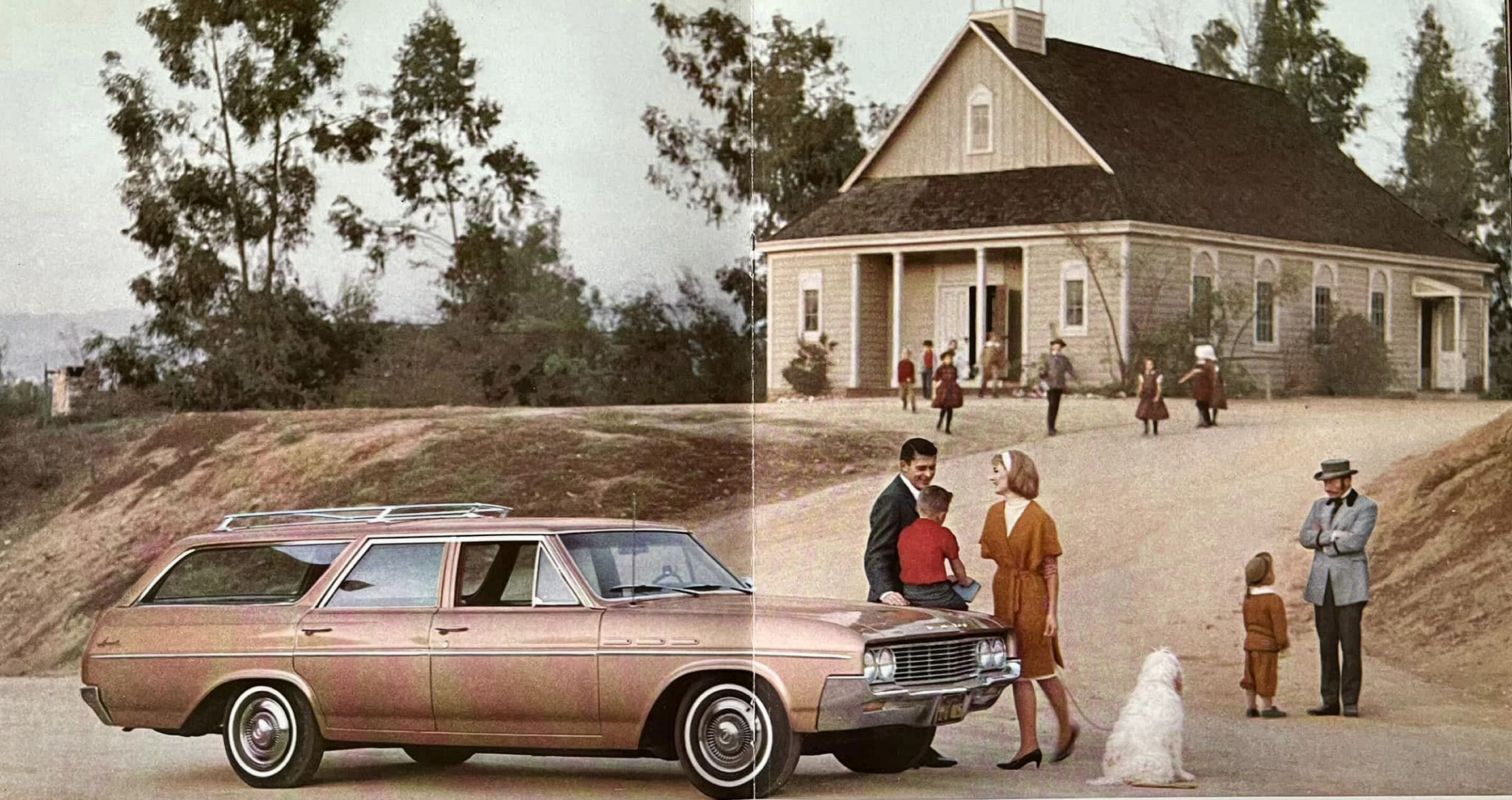
We think we can safely assure you that a Skylark Sports Wagon will not only provide you with considerable driving satisfaction but a greatly enhanced stature among wagon owners—at least till they all buy them, too. Be the first on your block.



Lesson Number Two:
TEMPER PRIDE WITH PRACTICALITY

It's all very well to take pride in the luxurious interior of a Skylark Sports Wagon (the Custom edition is illustrated on these pages), but don't overlook the practical aspects. Think of the pleasure your rear-seat passengers will get out of eyeing the firmament through the distinctive glass Skyroof. Think of the rugged durability of the all-vinyl upholstery. Think of the huge tailgate opening that makes loading a breeze. Think of the eight- to nine-passenger comfort. Think, man, think!





Lesson Number Three: **LEARN HOW TO STRETCH A DOLLAR**

THE BUICK SPECIAL STATION WAGONS—Shrewd traders win everyone's honest—if grudging—admiration. They have mastered the trick of getting the most from the least. If you would emulate this example, you'll do well to take a good hard look at the Buick Special station wagons—2-seater and deluxe 2-seater—before you buy again. You'll discover that you're getting a buck's worth of station wagon—and then some—for a buck. Now, it's a fact that one station wagon will give you more

of this, the other more of that. But we think it's important to assay the whole combination of style, ride, performance, utility, cargo capacity and quality. Judged on this basis, the Buick Special wagons are terrific values. Permit us to expand on this a little.

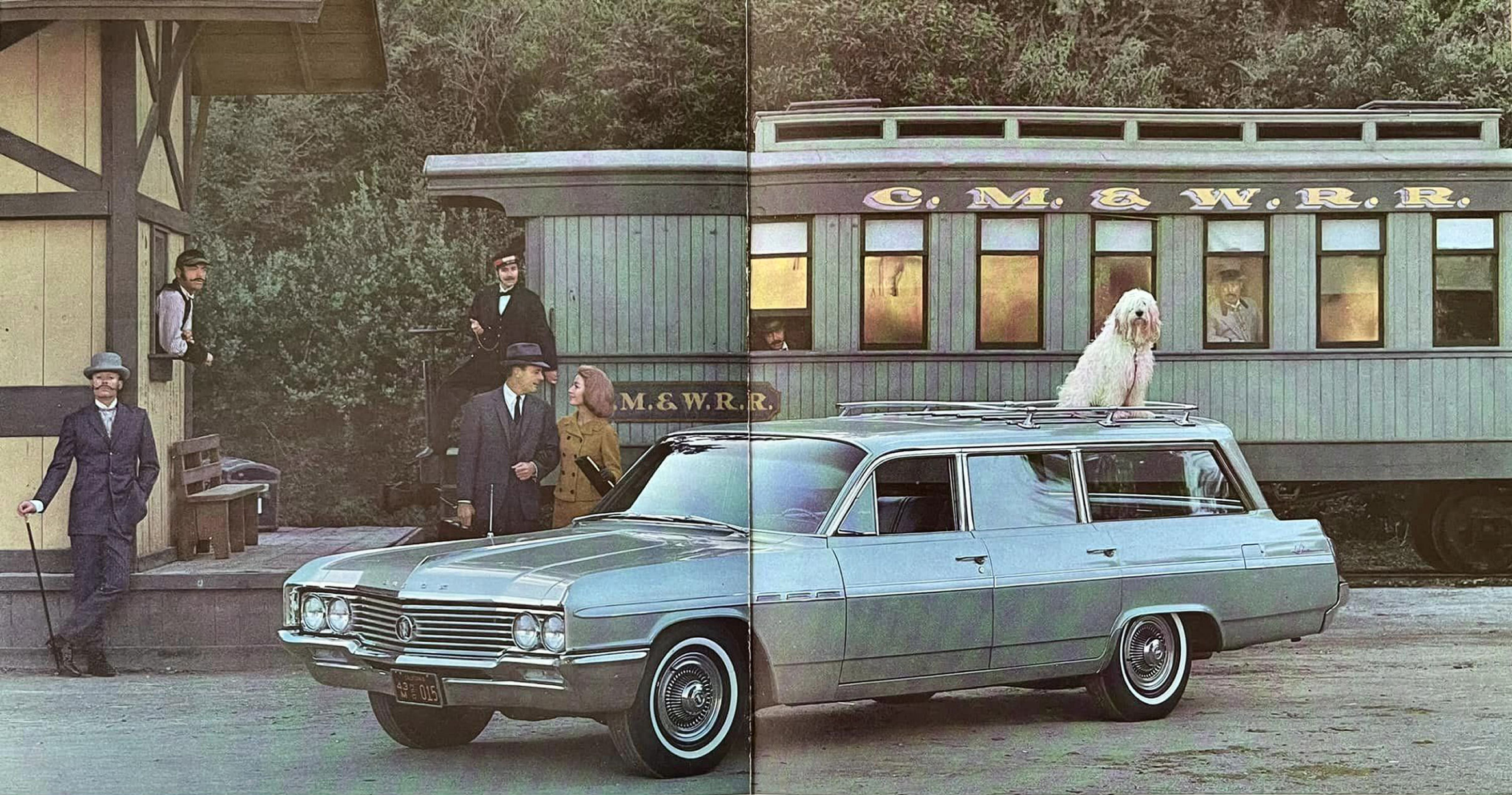
A wagon should be commodious and at the same time maneuverable. The Buick Special contains over 86 cubic feet of cargo space within its trim dimensions. A wagon should be

spirited and yet thrifty. The 155 h.p. Fireball V6 in the Buick Special offers V8-like smoothness and performance along with 6-cylinder economy. The wagon interiors should be handsome as well as durable. Buick Special interiors are particularly elegant but almost impervious to rough usage.

We could go on this way indefinitely, but your patience is not inexhaustible. What we are trying to say, in effect, about the Buick Special wagons is that its virtues are not offset by

vices but rather are enhanced by still greater virtues. Pretty dicky talk about station wagons, but it's true. We think you'll shop in vain to find a better value for the money.

And remember, even in this age of easy credit, respect for the solid Yankee qualities of swiftness and frugality remains undiminished. Drive home a better bargain—a Buick Special station wagon—than your fellows and you're a man to be reckoned with. It's a good feeling.



Lesson Number Four: **Mark yourself as a man of substance**

THE BUICK LESABRE ESTATE WAGONS—There's an old saying—never effectively contradicted—that nothing succeeds like success. If you doubt it, surround yourself with the magnificence of a Buick LeSabre Estate Wagon and observe the reactions of friends and strangers alike. In their eyes you take on the air of a man who not only stands straight at the bank but closes big deals every day over lunch.

The impression the Buick LeSabre Estate Wagon creates is

founded on some very solid facts. It's a big, luxurious wagon that just naturally looks like ready money (the price is surprisingly modest, though). And when it comes to performance, this Estate Wagon takes no back seats to anyone. The famous Buick Wildcat 445 engine (325 h.p.) is standard equipment, with engine options up to 360 h.p. Ah, but it's the ride that taxes our stock of superlatives. Many wagon owners have been conditioned by experience to accept the false premise that

because a wagon can haul almost as much as a small truck it must, perforce, ride like a small truck. Gad, how they're surprised when they settle back on the cushions of a Buick LeSabre Estate Wagon. The smiles that wreath their faces give us at Buick the strength to continue.

Buick LeSabre Estate Wagons come in two styles—two-seat and three-seat. With either style you can have the standard interior in leather-grained vinyl and in the two-seater you can

choose a rich combination of fabric and vinyl, optional at slight extra cost. Power back window is standard on all models.

What else can we say about this splendid Estate Wagon except that the style well befits a man in the upper brackets. As a matter of fact, if you're troubled by the feeling that some recognition of your exalted station in life is long overdue, the Buick LeSabre Estate Wagon is a capital remedy—and more fun than having your name on the office door.

BUICK OPTIONS AND ACCESSORIES—It's not enough merely to satisfy your basic wants. These days you must keep reaching out to ever-more-distant horizons. There's an application here—however tenuous—to station wagons. Don't be content with your wagon simply as it comes. Lavish options and accessories upon it until it takes on an individual flavor. This is your way of showing people that the best is none too good for you. (It helps us, too, because we make money on it.) Consider

a few of our major works on display here:

1. **POWER WINDOWS.** Opening windows is a bother, particularly if your arms are short. Why not just push buttons. (Not available on the Special wagon.)
2. **POWER BRAKES.** A touch of the daintiest toe has the force of a trucker's heel when applied to Buick power brakes.
3. **POWER SEAT.** Strike a happy compromise with the various-sized members of your family. The power seat goes up

and down, back and forth. One model even tilts.

4. **HI-FIDELITY RADIO.** You shall have music wherever you go, and without waiting, either. Buick radios are all-transistorized for instant warmup.
5. **AIR CONDITIONER.** Enjoy cool breezes even as others steam. Completely takes the sizzle out of summer.
6. **POWER STEERING.** Banish the last vestige of work from steering. Power holds you on course and slips you into the

tightest parking places. Get your exercise some other way.

7. **SEVEN-POSITION TILT STEERING WHEEL.** Why adjust yourself to the steering wheel when you can adjust the steering wheel to yourself. Makes getting in and out easier, too.
- Other *objets d'art* not on view: remote control mirror, positive traction differential, Estate Wagon tailgate window washer/wiper, luggage rack, whitewall tires, compass, litter basket, ski rack and many others.



Lesson Number Six: GET THE FACTS—THEN ACT!

THE FACTS:

SPECIFICATIONS: SPECIAL STATION WAGONS and SKYLARK SPORTS WAGONS

ENGINES

	Horsepower	Torque	Com- pression Ratio	Dis- place- ment	Carbu- retion	Fuel
*Fireball V-6	155 @ 4400	225 @ 2400	9.0:1	225	1-barrel	Regular
*Wildcat 310 V-8	210 @ 4600	310 @ 2400	9.0:1	300	2-barrel	Regular
*Wildcat 355 V-8	250 @ 4600	335 @ 3000	11.0:1	300	4-barrel	Premium

*Regular Equipment For Special Wagons. Not Available On Skylark Sports Wagons.
*Regular Equipment For Skylark Sports Wagons.

TRANSMISSION and REAR AXLE

USAGE	TYPE	SPECIAL WAGONS	AXLE RATIOS SKYLARK WAGONS
Regular equipment	3-Speed Synchronesh	3.35(V-6); 3.08(V-8)	3.08
Optional equipment	*4-Speed Synchronesh	3.35(V-6); 3.23(V-8)	3.23
Optional equipment	Super Turbine 300	3.23(V-6); 3.08(V-8)	3.23

*Not Available On Skylark Sports Wagons.

EXTERIOR DIMENSIONS

	SPECIALS	SKYLARKS
OVER-ALL LENGTH	203.5"	208.3"
OVER-ALL WIDTH	73.6"	73.6"
OVER-ALL HEIGHT	55.1"	58.3"
WHEELBASE	115.0"	120.0"
TREAD-FRONT	58.0"	58.0"
TREAD-REAR	58.0"	58.0"
TIRE SIZE	7.00 x 14"	7.50 x 14"

INTERIOR DIMENSIONS

	2-SEAT MODELS	3-SEAT MODELS
Leg Room—Front	41.2"	41.2"
Leg Room—Rear	35.6"	39.2"
Head Room—Front	37.8"	37.6"
Head Room—Rear	38.4"	40.0"
Shoulder Room—Front	58.8"	58.8"
Shoulder Room—Rear	58.8"	58.8"

FORWARD FACING 3rd SEAT (SKYLARK SPORTS WAGONS)

Leg Room	36.5"
Head Room	36.7"
Shoulder Room	57.3"

CARGO AREA DIMENSIONS:

	SPECIALS	SKYLARKS
Floor length (From back of front seat at floor level to end of lowered tailgate)	114.5"	119.6"
Floor length (From back of front seat at floor level to inside of closed tailgate)	92.1"	97.4"
Maximum height (Floor covering to headlining at centerline of rear axle)	31.2"	33.5"
Maximum height of rear opening (tailgate closed)	28.4"	28.5"
Minimum distance between wheel housings (at floor level)	44.7"	46.0"
Cargo volume index (in cubic feet)	85.9	97.92

*Add 5.43 cubic feet for luggage locker on 2-seat models;
3.76 cubic feet for 3-seat models.

SPECIFICATIONS: LeSABRE ESTATE WAGONS

ENGINES

	Horsepower	Torque	Com- pression Ratio	Dis- place- ment	Carburetion	Fuel
*Wildcat 445	325 @ 4400	445 @ 2800	10.25:1	401	4-barrel	Premium
*Wildcat 465	340 @ 4400	465 @ 2800	10.25:1	425	4-barrel	Premium
*Super Wildcat	360 @ 4400	465 @ 2800	10.25:1	425	2, 4-barrel	Premium

*Regular Equipment.

TRANSMISSION and REAR AXLE

USAGE	TYPE	AXLE RATIO
Regular Equipment	3-Speed Synchronesh	3.42
Optional Equipment	Super Turbine 400	3.07

EXTERIOR DIMENSIONS

OVER-ALL LENGTH	218.9"
OVER-ALL WIDTH	78.0"
OVER-ALL HEIGHT	57.9"
WHEELBASE	123.0"
TREAD-FRONT	62.14"
TREAD-REAR	61.0"
TIRE SIZE	7.60 x 15"

INTERIOR DIMENSIONS

LEG ROOM—FRONT	40.1"
LEG ROOM—REAR	38.1"
HEAD ROOM—FRONT	38.7"
HEAD ROOM—REAR	39.7"
SHOULDER ROOM—FRONT	58.8"
SHOULDER ROOM—REAR	57.9"

3rd SEAT DIMENSIONS

LEG ROOM	33.1"
HEAD ROOM	36.7"
SHOULDER ROOM	49.2"

CARGO AREA DIMENSIONS:

Floor length (From back of front seat at floor level to end of lowered tailgate)	124.2"
Floor length (From back of front seat at floor level to inside of closed tailgate)	92.7"
Maximum height (Floor covering to headlining at centerline of rear axle)	31.2"
Maximum height of rear opening (Tailgate open)	29.9"
Minimum distance between wheel housings (at floor level)	48.2"
Cargo volume index (in cubic feet)	86.8

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Buick Motor Division, General Motors Corporation, Flint, Michigan

