

The Buick logo, consisting of three shields, is embossed into the brown paper of the book cover.

BUICK '60

Portfolio of Fine Cars

THE TURBINE DRIVE BUICK **LeSABRE**... *the thriftiest Buick*

1960 BUICK LeSABRE 4-DOOR SEDAN IN MAGIC-MIRROR SILVER MIST





1960 Buick LeSabre 2-Door Hardtop in Magic-Mirror Silver Mist and Gull Gray



1960 Buick LeSabre 2-Door Sedan in Magic-Mirror Tawny Red



1960 Buick LeSabre 4-Door Hardtop in Magic-Mirror Charcoal Blue

BUICK | **LE SABRE SERIES**

Here are the pace-setters of Buick value . . . the smart LeSabres, fine cars in the finest sense of the term . . . Buick at its lowest price!

These striking new LeSabres are all new and all Buick. The styling is new . . . more dramatically beautiful than ever. The interiors are new . . . with the smartest selection of color-keyed fabrics and Cordaveens in Buick history. The comfort is new . . . featuring new seat positioning, a new, flatter and lower floor for

improved entry and chair height. And the choice of engines is new . . . there's even a new V8 that gives you Buick performance on regular gas.

Add to this the superb ride you get in every Buick; the crisp, effortless Buick handling made even better this year; and Buick's exceptional quietness and all-around roadability, and you have a car value unsurpassed in the industry. See the "Road-Proven Engineering" folder to find how Buick achieves its wonderful smoothness.

For information about the LeSabre Convertible and Estate Wagon see the Convertible and Estate Wagon folders.



LeSabre sedan and hardtop models offer a total of five appealing, color-keyed upholstery combinations, styled in smart, long-wearing Baylor cloth and Cordaveen. LeSabre custom luxury interiors (except 2-door sedan) include such extras as deep-pile "Tuxedo" carpeting, padded instrument panel and deluxe door handles, window cranks, and armrests. LeSabre 2-door sedan has instrument panel padding only.

Buick's all-time Best

You get so much more in a **BUICK LeSABRE**

It's no wonder that the LeSabre is the established value leader of the automotive world. You get so much more in a LeSabre, and yet you pay so little more for it.

There's a true big-car ride in this LeSabre... solid... stable... road-gripping. There's big-car roominess in this LeSabre... more hip room... more leg room... more shoulder room. There's a big-car look about this LeSabre... long flowing lines... extra luxury touches... the quality crafting that make it such a pleasure to drive and make you so proud to own it.

LeSABRE SPECIFICATIONS

ENGINE	WILDCAT 384** (STANDARD ENGINE)	WILDCAT 375E*** (REGULAR GAS ENGINE)	WILDCAT 405-4B* (HIGH PERFORMANCE ENGINE)
Type.....	90° Buick V8	90° Buick V8	90° Buick V8
Displacement, cu. in.....	364	364	364
Horsepower.....	250 @ 4400 rpm.	235 @ 4400 rpm.	300 @ 4400 rpm.
Torque, ft.-lbs.....	384	375	405
Compression Ratio.....	10.25 to 1	9.0 to 1	10.25 to 1
Transmission.....	Turbine Drive*	Turbine Drive*	Turbine Drive*
Carburetor.....	2-Barrel	2-Barrel	4-Barrel

* Optional at extra cost.
** A special engine power-matched to Synchro-Mesh transmission is also available at no extra charge.
*** Optional at no extra cost.

CHASSIS and GENERAL

Transmission—Synchro-Mesh transmission standard on LeSabre. Turbine Drive transmission optional. Turbine Drive transmission: torque converter type. Fully automatic, two turbines, variable-pitch stator and fixed-vane stator. Maximum torque ratio in Drive range at stall, 3.4 to 1. Total oil capacity, (refill) 12 quarts.

Suspension—Ball-joint front suspension, coil springs front and rear, track bar, true-balance stabilizer, hydraulic shock absorbers front and rear.

Rear Axle—Buick Torque-Tube, semi-floating rear axle with hypoid gears. Gear ratio: 3.58 to 1 with Synchro-Mesh transmission, 3.07 to 1 with Turbine Drive transmission, 3.23 to 1 with Turbine Drive and Power Pack.

Brakes—Hydraulic system. Air-cooled, finned aluminum brake drums front; air-cooled, finned cast iron brake drums rear. Total lining area 218.03 square inches. Step-on parking brake. Power brakes optional.

Frame—Box-section side rails with "K" type crossmember.

Fuel System—Built-in carburetor de-icer, automatic choke and idling control standard on all models. Two-stage gasoline filtering system includes filter in fuel tank plus extra-fine filter at the carburetor. New polyurethane air cleaner element provides far more efficient cleaning. 20-gallon fuel tank.

Exhaust System—Single muffler for both banks of cylinders is mounted crosswise to the frame. Heavy zinc and aluminum coatings of muffler parts promote long life. Dual exhaust optional.

Cooling System—Pressure system. Capacity: with heater 18.5 quarts; without heater 17 quarts.

Steering—Standard recirculating ball-nut type. Ratio 29.3 to 1. Easy Power Steering optional.

Electrical System—12 volt. Delco-Remy system.

Wheels and Tires—Full 15-inch wheels. 7.60 x 15, 4-ply Tyrex cord tires standard. Whitewall tires optional.

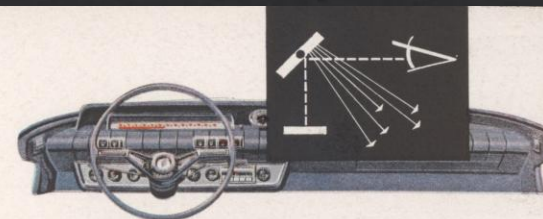
DIMENSIONS	2-DOOR SEDAN	4-DOOR SEDAN	2-DOOR HARDTOP	4-DOOR HARDTOP
Over-all Length.....	217.9"	217.9"	217.9"	217.9"
Over-all Width.....	80.0"	80.0"	80.0"	80.0"
Over-all Height.....	57.2"	57.2"	54.9"	55.4"
Wheelbase.....	123.0"	123.0"	123.0"	123.0"
Tread, Front.....	62.04"	62.04"	62.04"	62.04"
Tread, Rear.....	60.0"	60.0"	60.0"	60.0"
Glass Area (sq. in.).....	5112.2	5040.7	4880.8	4414.1
Head Room, Front.....	34.7"	34.7"	32.3"	32.8"
Head Room, Rear.....	33.9"	33.9"	33.6"	34.3"
Shoulder Room, Front.....	60.6"	60.6"	60.6"	60.6"
Shoulder Room, Rear.....	59.0"	59.0"	59.0"	59.0"
Hip Room, Front.....	65.9"	65.4"	65.9"	65.4"
Hip Room, Rear.....	65.4"	65.1"	65.0"	66.0"
Leg Room, Front.....	44.2"	44.2"	44.2"	44.2"
Leg Room, Rear.....	41.9"	42.2"	37.1"	41.1"

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

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BUICK MOTOR DIVISION
General Motors Corporation, Flint 2, Michigan

☆ For description of options and accessories see "Road-Proven Engineering" folder



Buick's Mirromagic instrument panel for 1960 features a brand-new idea in glare-free instrument viewing. You see all instruments through an adjustable tilted mirror. You adjust the mirror for the viewing angle most suitable to you, at the same time directing eye-straining reflections out of your line of vision. And you'll like the way Buick's positioning of controls eliminates the "long reaches."

LeSABRE STANDARD EQUIPMENT

- Mirromagic instrument panel
- Direction signals
- Air-flo aluminum brake drums
- Full-flow oil filter
- Electric windshield wipers
- Instrument panel safety padding
- Automatic glove compartment light
- Trip-mileage indicator
- Cigarette lighter
- Dual sliding sunshades
- Step-on parking brake
- Magic-Mirror finish
- Crank-operated front window vents
- Safety PLATE glass in every window
- Dual horns
- Built-in carburetor de-icer
- Single-key locking system
- Full 15-inch wheels

THE TURBINE DRIVE BUICK INVICTA... *the most spirited Buick*

1960 BUICK INVICTA 2-DOOR HARDTOP IN MAGIC-MIRROR TITIAN RED



For information about the Invicta Convertible and Estate Wagons, see the Convertible and Estate Wagon folders.



1960 Buick INVICTA 4-Door Hardtop in Major-Minor Tuxedo and Chrome



1960 Buick INVICTA 4-Door Sedan in Major-Minor Leatherside Green

BUICK INVICTA SERIES

Great from the word "Go!" . . . the whirlwind performance of the high-spirited, high-styled 1960 Buick Invictas.

Take the wheel and feel the way Buick's deep-chested Wildcat 445 V8 engine (standard on Invicta) takes hold on steep hills . . . digs in for passing or emergency . . . cruises so beautifully and effortlessly on the straightaway.

Experience the liquid smoothness of Buick's Turbine Drive: acceleration is a swift build-up of power unmarked by the hesitations of gear-shifting you experience with so many automatics.

Know, too, that spirit and safety go hand in hand in the Buick Invictas. For 1960 Buick's famous Air-fo aluminum brake drums are forced-air cooled to carry off wear- and fade-causing heat. They're standard on Invictas as well as all Buicks.

If you're the kind of driver who likes a lot of engine in a lot of car, Invicta was made to order for you. See the "Road-Proven Engineering" folder in this portfolio for more information about the Invicta's flashing performance.



This lush Brunswick cloth trimmed with leather-grained Cordaven (top) is one of six colorful decorator combinations available in Invicta 2-door and 4-door hardtops.

Gay Berkshire cloth (bottom), featuring a striking colored pattern against a black background, brightens the interior of the Invicta 4-door sedan. Leather-grained Cordaven completes the effect. Six color combinations are available.

You can also enjoy the practical, long-wearing luxury of an all-Cordaven interior at no extra cost in Invicta 2- and 4-door hardtops . . . yours in a choice of two color combinations.

Buick's all-time Best



A great engine in a great car

BUICK INVICTA

Buick's famous Wildcat 445 engine, standard equipment on the Invicta series, moves still closer to perfection in 1960. Every component has been re-examined; many are of new design.

A new system of engine mountings means smoother operation with less vibration. New finer calibration of carburetor and distributor promotes greater fuel economy. New air and fuel filtration methods make for cleaner, more efficient operation. And a completely new single-muffler exhaust system hushes the Wildcat 445 to a purr.

The Wildcat 445 is a truly great engine, built to satisfy the driver who puts performance near the top of the list of things he requires in an automobile . . . the driver who has a real appreciation of beautiful machinery.

INVICTA SPECIFICATIONS

ENGINE: WILDCAT 445

Type	90° Buick V8
Displacement, cu. in.	401
Horsepower	325 @ 4400 rpm.
Torque, ft.-lbs.	445
Compression Ratio	10.25 to 1
Transmission	Turbine Drive
Carburetor	4-Barrel

CHASSIS and GENERAL

Transmission—Turbine Drive, torque converter type. Fully automatic, two turbines, variable-pitch stator and fixed-vane stator. Maximum torque ratio in Drive range at stall, 3.4 to 1. Total oil capacity (refill), 12 quarts.

Suspension—Ball-joint front suspension, coil springs front and rear, true-balance stabilizer, track bar, hydraulic shock absorbers front and rear.

Rear Axle—Buick Torque-Tube, semi-floating rear axle with hypoid gears. Gear ratio: 3.23 to 1.

Brakes—Hydraulic. Air-cooled, finned aluminum brake drums front; air-cooled, finned cast iron brake drums rear. Total lining area 218.03 square inches. Step-on parking brake. Power brakes optional.

Frame—Box-section side rails with "K" type crossmember.

Fuel System—Built-in carburetor de-icer, automatic choke and idling control standard on all models. Two-stage gasoline filtering system includes filter in fuel tank plus extra-fine filter at the carburetor. New polyurethane air cleaner element provides far more efficient cleaning. 20-gallon fuel tank.

Exhaust System—Single muffler for both banks of cylinders is mounted crosswise to the frame. Heavy zinc and aluminum coatings of muffler parts promote long life. Dual exhaust optional.

Cooling System—Pressure system. Capacity: with heater 18.5 quarts; without heater 17 quarts.

Steering—Standard recirculating ball-nut type. Ratio 29.3 to 1. Easy Power Steering optional.

Electrical System—12 volt. Delco-Remy system.

Wheels and Tires—Full 15-inch wheels. 7.60 x 15, 4-ply Tyrex cord tires standard. Whitewall tires optional.

DIMENSIONS

	4-DOOR SEDAN	2-DOOR HARDTOP	4-DOOR HARDTOP
Over-all Length	217.9"	217.9"	217.9"
Over-all Width	80.0"	80.0"	80.0"
Over-all Height	57.2"	54.9"	55.4"
Wheelbase	123.0"	123.0"	123.0"
Tread, Front	62.04"	62.04"	62.04"
Tread, Rear	60.0"	60.0"	60.0"
Glass Area (sq. in.)	5040.7	4880.8	4414.1
Head Room, Front	34.7"	32.3"	32.8"
Head Room, Rear	33.9"	33.6"	34.3"
Shoulder Room, Front	60.6"	60.6"	60.6"
Shoulder Room, Rear	59.0"	59.0"	59.0"
Hip Room, Front	65.4"	65.9"	65.4"
Hip Room, Rear	65.1"	57.0"	66.0"
Leg Room, Front	44.0"	44.0"	44.0"
Leg Room, Rear	42.0"	36.7"	41.0"

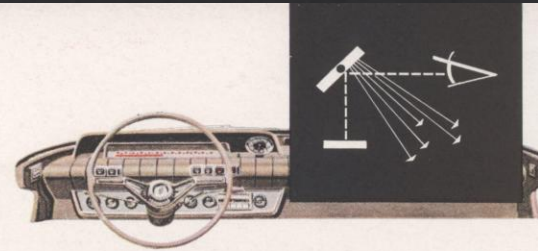
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BUICK MOTOR DIVISION

General Motors Corporation, Flint 2, Michigan

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

☆ For description of options and accessories see "Road-Proven Engineering" folder



The handsome new Buick Mirromagic instrument panel for 1960 offers new glare-free instrument viewing. You look at instruments through an adjustable tilted mirror, at the viewing angle most suitable to you. Eye-straining reflections are directed out of your line of vision. Long reaches for vent and other controls are eliminated. Buick puts every control at your fingertips.

INVICTA

STANDARD EQUIPMENT

- Turbine Drive transmission
- Foamtex cushions
- Electric clock
- Automatic trunk light
- Deluxe steering wheel
- Instrument panel padding
- License plate frame
- Deluxe wheel covers
- Mirromagic instrument panel
- Direction signals
- Air-flo aluminum brake drums
- Full-flow oil filter
- Electric windshield wipers
- Automatic glove compartment light
- Trip-mileage indicator
- Cigarette lighter
- Dual sliding sunshades
- Step-on parking brake
- Magic-Mirror finish
- Crank-operated front window vents
- Safety PLATE glass in every window
- Dual horns
- Built-in carburetor de-icer
- Single-key locking system
- Full 15-inch wheels

THE TURBINE DRIVE BUICK ELECTRA... *the most luxurious Buick*

1960 BUICK ELECTRA 225 4-DOOR HARDTOP IN MAGIC-MIRROR MIDNIGHT BLUE



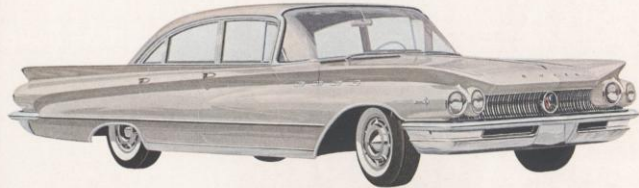
BUICK ELECTRA SERIES

Never has elegance been so tasteful as in Buick's incomparable Electra and Electra 225 for 1960.

Here are cars that prove true richness is a product of classic simplicity, not useless ornamentation. There's a solid, secure, quality look about the Electras that's more than confirmed by the smooth, quiet luxury of their ride. Vibration and noise are reduced almost to zero.

There are plenty of good reasons for this finer ride: deep-coil springing at every wheel; stronger, box-girder "K" frame; Buick's ultra-smooth Turbine Drive that minimizes body vibration; husky true-balance stabilizer and many others. (See the "Road Proven Engineering" folder for more information about Buick's luxury ride.)

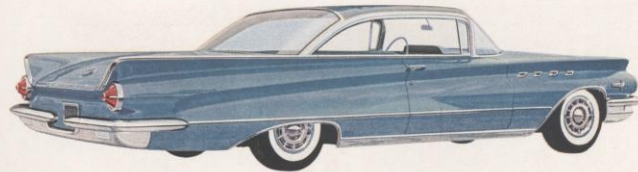
Electra interiors offer upholsteries and appointments that frankly rival those of the finest furniture. Every seat has deep foam cushioning.



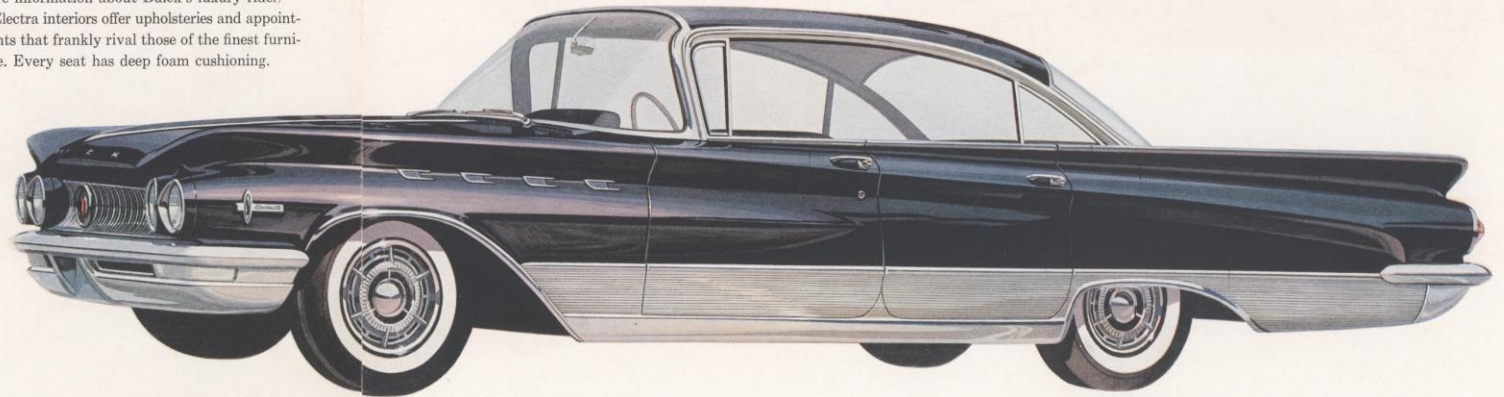
1960 BUICK ELECTRA 4-DOOR SEDAN IN MAGIC-MIRROR TAHITI BEIGE



1960 BUICK ELECTRA 4-DOOR HARDTOP IN MAGIC-MIRROR VERDE GREEN



1960 BUICK ELECTRA 2-DOOR HARDTOP IN MAGIC-MIRROR CHALET BLUE



1960 BUICK ELECTRA 225 4-DOOR RIVIERA SEDAN IN MAGIC-MIRROR SABLE BLACK

For information on the Electra 225 Convertible see the Convertible folder.



Here's the kind of luxury you'll love getting used to . . . rich, soft Bretton cloth trimmed with leather-grained Cordaveen, one of five upholstery selections in the Electra 2-door hardtop (left).

Electra 4-door sedan and 4-door hardtop (center) offer sumptuous combinations of Beaumont cloth and leather-grained Cordaveen. Six color schemes to choose from.

This is the ultimate! Exquisite Brisbane cloth impeccably tailored to the interior of an Electra 225 (right). The interior shown is one of four decorator color selections in the Electra 225 4-door hardtop and 4-door Riviera sedan.

Buick's all-time Best

Power does the work in the

BUICK ELECTRA

Driving an Electra is just as effortless as Buick can make it. All you need do is relax and enjoy the feeling that goes with commanding a truly superb automobile.

Wildcat 445 power sets the Electra in motion, and standard Turbine Drive transmission refines this power to silken smoothness. Under way, standard Easy Power Steering gives you sure control with a light touch. Power brakes bring the Electra to a smooth, level stop with only the slightest foot pressure.



New comfort idea from Buick . . . Mirromagic instrument panel. You read all instruments through an adjustable tilted mirror. You get the right viewing angle without glare or reflection.

ELECTRA and ELECTRA 225

SPECIFICATIONS

ENGINE: WILDCAT 445

Type.....	90° Buick V8
Displacement, cu. in.....	401
Horsepower.....	325 @ 4400 rpm.
Torque, ft.-lbs.....	445
Compression Ratio.....	10.25 to 1
Transmission.....	Turbine Drive
Carburetor.....	4-Barrel

CHASSIS and GENERAL

Transmission—Turbine Drive, torque converter type. Fully automatic, two turbines, variable-pitch stator and fixed-vane stator. Maximum torque ratio in Drive range at stall, 3.4 to 1. Total oil capacity (refill), 12 quarts.

Suspension—Ball-joint front suspension, coil springs front and rear, true-balance stabilizer, track bar, hydraulic shock absorbers front and rear.

Rear Axle—Buick Torque-Tube, semi-floating rear axle with hypoid gears. Gear ratio: 3.23 to 1.

Brakes—Hydraulic. Air-cooled, finned aluminum brake drums front; air-cooled, finned cast iron brake drums rear. Total lining area 218.03 square inches. Power brakes standard.

Frame—Box-section side rails with "K" type crossmember.

Fuel System—Built-in carburetor de-icer, automatic choke and idling control standard on all models. Two-stage gasoline filtering system includes filter in fuel tank plus extra-fine filter

at the carburetor. New polyurethane air cleaner element provides far more efficient cleaning. 20-gallon fuel tank.

Exhaust System—Single muffler for both banks of cylinders is mounted crosswise to the frame. Heavy zinc and aluminum coatings of muffler parts promote long life. Dual exhaust standard.

Cooling System—Pressure system. Capacity: with heater 18.5 quarts; without heater 17 quarts.

Steering—Standard Easy Power Steering. Recirculating ball-nut type assisted by power pistons.

Electrical System—12 volt. Delco-Remy system.

Wheels and Tires—Full 15-inch wheels. 8.00 x 15, 4-ply Tyrex cord tires standard.

DIMENSIONS

	ELECTRA 4-DOOR SEDAN	ELECTRA 4-DOOR HARDTOP	ELECTRA 2-DOOR HARDTOP	ELECTRA 225 4-DR. HARDTOP	ELECTRA 225 4-DR. RIVIERA
Over-all Length.....	221.2"	221.2"	221.2"	225.9"	225.9"
Over-all Width.....	80.0"	80.0"	80.0"	80.0"	80.0"
Over-all Height.....	57.5"	55.6"	55.4"	55.6"	57.5"
Wheelbase.....	126.3"	126.3"	126.3"	126.3"	126.3"
Tread, Front.....	62.04"	62.04"	62.04"	62.04"	62.04"
Tread, Rear.....	60.0"	60.0"	60.0"	60.0"	60.0"
Glass Area (sq. in.).....	5124.6	4506.4	4965.0	4506.4	5205.2
Head Room, Front.....	34.2"	32.3"	32.1"	32.3"	34.2"
Head Room, Rear.....	33.4"	33.8"	33.5"	33.7"	33.3"
Shoulder Room, Front.....	60.6"	60.6"	60.6"	60.6"	60.6"
Shoulder Room, Rear.....	59.0"	59.0"	59.0"	58.9"	59.0"
Hip Room, Front.....	65.2"	65.2"	65.7"	65.2"	65.2"
Hip Room, Rear.....	65.0"	65.7"	65.7"	65.7"	64.9"
Leg Room, Front.....	43.8"	43.8"	43.8"	43.8"	43.8"
Leg Room, Rear.....	45.4"	44.4"	39.9"	43.9"	45.0"

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General Motors Corporation, Flint 2, Michigan

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

ELECTRA

STANDARD EQUIPMENT

- Easy Power Steering
- Power brakes
- Dual exhaust
- Windshield washer
- Dual-speed windshield wiper
- Back-up lights (225 only)
- Glare-proof mirror (225 only)
- Parking brake signal light (225 only)
- Safety buzzer (225 only)
- Map light (225 only)
- Super deluxe wheel covers (225 only)
- Turbine Drive transmission
- Foamtex cushions
- Electric clock
- Automatic trunk light
- Deluxe steering wheel
- Deluxe wheel covers (Electra only)
- Instrument panel padding
- License plate frame
- Mirromagic instrument panel
- Direction signals
- Air-flo aluminum brake drums
- Full-flow oil filter
- Automatic glove compartment light
- Trip-mileage indicator
- Cigarette lighter
- Dual sliding sunshades
- Step-on parking brake
- Magic-Mirror finish
- Crank-operated front window vents
- Safety PLATE glass in every window
- Dual horns
- Built-in carburetor de-icer
- Single-key locking system
- Full 15-inch wheels

☆ For description of options and accessories see "Road-Proven Engineering" folder

THE TURBINE DRIVE BUICK CONVERTIBLES

1960 BUICK INVICTA CONVERTIBLE IN MAGIC-MIRROR TAMPICO RED



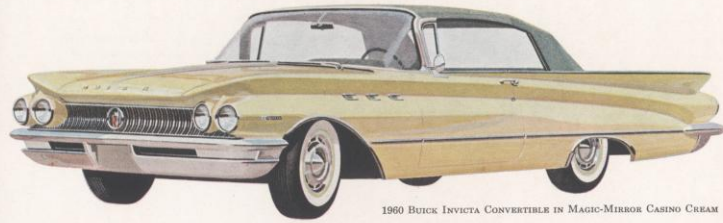
BUICK CONVERTIBLES

The sky's the limit on the enjoyment of driving any one of Buick's three great new Turbine Drive convertibles for 1960 . . . thrifty LeSabre, high-spirited Invicta or ultra-luxurious Electra 225.

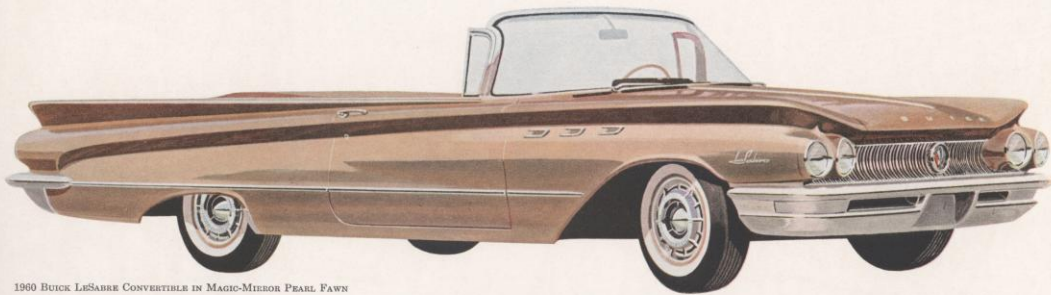
You'll like the clean, uncluttered lines of these convertibles . . . the way Buick's classic 1960 styling seems so made to order . . . the crisp, straight declines.

You'll like the way these convertibles behave, too. In the LeSabre convertible, you can tailor your performance to suit your taste with a choice of three Buick V8's. In the Invicta and Electra 225, you thrill to the breathtaking performance of Buick's famous Wildcat 445 engine.

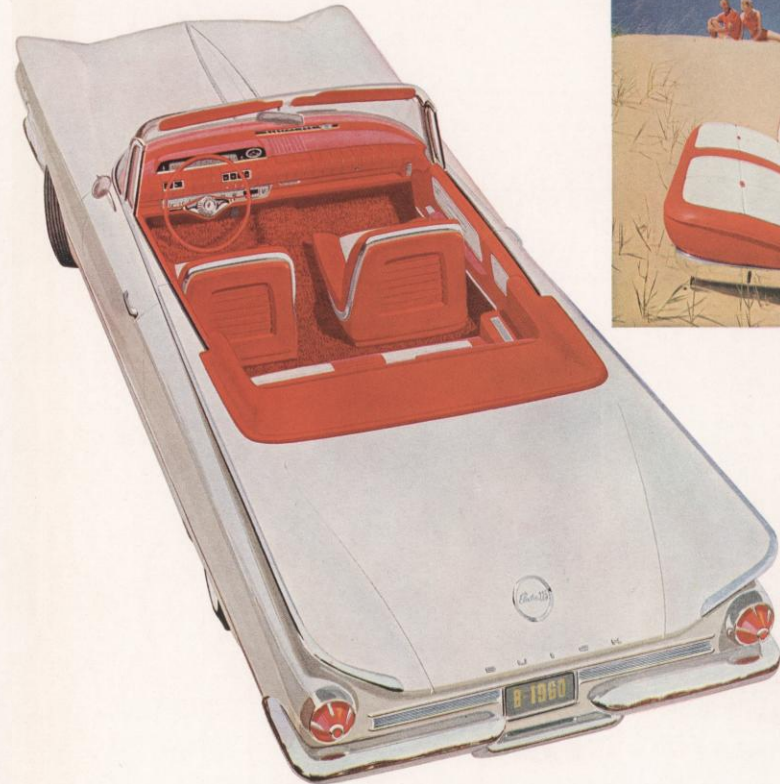
Convertible interiors are "on display" most of the time. That's why the luxury interiors of Buick convertibles are just made to show off. From the smart, Cordaveen combinations of LeSabre to the rich, top-grain genuine leather-trimmed seats of the Electra 225, you'll see styling and craftsmanship at its finest.



1960 BUICK INVICTA CONVERTIBLE IN MAGIC-MIRROR CASINO CREAM



1960 BUICK LESABRE CONVERTIBLE IN MAGIC-MIRROR PEARL FAWN



1960 BUICK ELECTRA 225 CONVERTIBLE IN MAGIC-MIRROR ARCTIC WHITE



Here is the beauty of genuine leather-trimmed seats in the Electra 225 convertible (left). Tailored from selected hides and buffed to a rich sheen, the leathers of the Electra 225 convertible are available in a total of six luxurious combinations. Bucket seats are optional at extra cost. Choice of four top colors.

Skillfully blended Cordaveens make an exciting interior color combination in this Invicta convertible (top), one of six available in the Invicta series. Choice of five top colors.

Smart LeSabre convertible all-Cordaveen interiors (bottom), come in a choice of five combinations. Choice of five top colors.

Buick's all-time Best



The ride is as smooth as the looks of

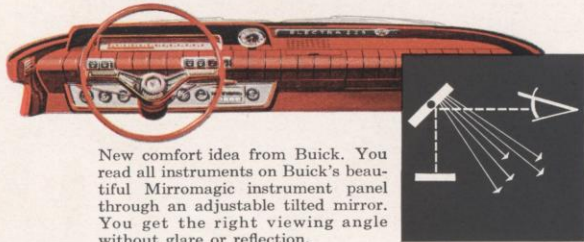
CONVERTIBLE

STANDARD EQUIPMENT

LeSABRE CONVERTIBLE comes equipped with these standard features: Mirromagic instrument panel, Direction signals, Air-flo aluminum brake drums, Full-flow oil filter, Electric windshield wipers, Automatic glove compartment light, Trip-mileage indicator, Cigarette lighter, Dual sliding sunshades, Step-on parking brake, Magic-Mirror finish, Crank-operated front window vents, Safety PLATE glass in every window (except rear), Dual horns, Built-in carburetor de-icer, Single-key locking system, Full 15-inch wheels, Instrument panel safety pad.

INVICTA CONVERTIBLE comes equipped with these standard features: All LeSabre standard equipment plus Turbine Drive transmission, Foamtex cushions, Electric clock, Automatic trunk light, Deluxe steering wheel, License plate frame, Deluxe wheel covers.

ELECTRA 225 CONVERTIBLE comes equipped with these standard features: All LeSabre and Invicta standard equipment plus Easy Power Steering, Power brakes, Dual exhaust, Windshield washer, Dual-speed windshield wiper, Back-up lights, Glare-proof mirror, Parking brake signal light, Safety buzzer, Map light, Power windows, Two-way adjustable power seat, Super-deluxe wheel covers in place of Deluxe wheel covers.



New comfort idea from Buick. You read all instruments on Buick's beautiful Mirromagic instrument panel through an adjustable tilted mirror. You get the right viewing angle without glare or reflection.

WOMEN'S FASHIONS FROM BERGDORF GOODMAN

MEN'S CLOTHES FROM BROOKS BROTHERS

BUICK CONVERTIBLES

Buick's dramatic new convertibles for '60 just naturally ride more smoothly. They have all of Buick's great luxury ride features plus an extra-solid frame and low center of gravity. You can feel the difference when you put a Buick convertible into a curve. It takes a sure grip on the road and keeps this grip on

the road, even at high speeds.

And here's another angle to Buick convertible comfort: tops are tight, smooth and snugly tailored to keep interiors comfortable in any weather.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

CONVERTIBLE SPECIFICATIONS

ENGINE	WILDCAT 384** (STANDARD ENGINE)	WILDCAT 375E*** (REGULAR GAS ENGINE)	WILDCAT 405-4B* (HIGH PERFORMANCE ENGINE)	WILDCAT 445
Available on.....	LeSabre	LeSabre	LeSabre	Invicta Electra 225
Type.....	90° Buick V8	90° Buick V8	90° Buick V8	90° Buick V8
Displacement, cu. in.	364	364	364	401
Horsepower.....	250 @ 4400 rpm.	235 @ 4400 rpm.	300 @ 4400 rpm.	325 @ 4400 rpm.
Torque, ft.-lbs....	384	375	405	445
Compression Ratio	10.25 to 1	9.0 to 1	10.25 to 1	10.25 to 1
Transmission.....	Turbine Drive*	Turbine Drive*	Turbine Drive*	Turbine Drive
Carburetor.....	2-Barrel	2-Barrel	4-Barrel	4-Barrel

* Optional at extra cost.

** A special V8 power-matched to Synchro-Mesh transmission is available on LeSabre at no extra charge.

*** Optional at no extra cost.

CHASSIS and GENERAL

Transmission—Synchro-Mesh transmission standard on LeSabre, not available in other series. Turbine Drive transmission optional on LeSabre, standard on Invicta, and Electra 225. Turbine Drive transmission, torque converter type. Fully automatic, two turbines, variable-pitch stator and fixed-vane stator. Maximum torque ratio in Drive range at stall, 3.4 to 1. Total oil capacity (refill), 12 quarts.

Suspension—Ball-joint suspension, coil springs front and rear, true-balance stabilizer, track bar, hydraulic shock absorbers front and rear.

Rear Axle—Buick Torque-Tube, semi-floating rear axle with hypoid gears. Gear ratio: 3.58 to 1 with Synchro-Mesh transmission, 3.07 to 1 with Turbine Drive transmission, 3.23 to 1 with Turbine Drive and Power Pack.

Brakes—Hydraulic. Air-cooled, finned aluminum brake drums front; air-cooled, finned cast iron brake drums rear. Total lining area 218.03 square inches. Step-on parking brake. Power brakes standard on Electra and Electra 225, optional on Invicta and LeSabre.

Frame—Box-section side rails with "K" type crossmember.

Fuel System—Built-in carburetor de-icer, automatic choke and idling control standard on all models. Two-stage gasoline filtering system includes filter in fuel tank plus extra-fine filter at the carburetor. New polyurethane air cleaner element provides far more efficient cleaning. 20-gallon fuel tank.

Exhaust System—Single muffler for both banks of cylinders is mounted crosswise to the frame. Heavy zinc and aluminum coatings of muffler parts promote long life. Dual exhaust standard on Electra 225.

Cooling System—Pressure system. Capacity: with heater 18.5 quarts; without heater 17 quarts.

Steering—Manual steering; standard recirculating ball-nut type. Ratio 29.3 to 1. Easy Power Steering is standard on Electra 225, optional on LeSabre and Invicta.

Electrical System—12 volt. Delco-Remy system.

Wheels and Tires—Full 15-inch wheels. 7.60 x 15, 4-ply Tyrex cord tires standard on LeSabre and Invicta; 8.00 x 15 tires standard on Electra 225. Whitewall tires optional.

DIMENSIONS

	LE SABRE	INVICTA	ELECTRA 225
Over-all Length.....	217.9"	217.9"	221.2"
Over-all Width.....	80.0"	80.0"	80.0"
Over-all Height.....	55.4"	55.4"	55.6"
Wheelbase.....	123.0"	123.0"	126.3"
Tread, Front.....	62.04"	62.04"	62.04"
Tread, Rear.....	60.0"	60.0"	60.0"
Glass Area (sq. in.).....	4002.6*	4002.6*	4083.6*
Head Room, Front.....	33.1"	33.1"	32.6"
Head Room, Rear.....	34.0"	34.0"	33.4"
Shoulder Room, Front.....	60.6"	60.6"	60.6"
Shoulder Room, Rear.....	51.9"	51.9"	51.8"
Hip Room, Front.....	65.9"	65.9"	65.7"
Hip Room, Rear.....	51.6"	51.6"	51.4"
Leg Room, Front.....	44.0"	44.0"	43.8"
Leg Room, Rear.....	36.7"	36.7"	40.3"

*Including rear window

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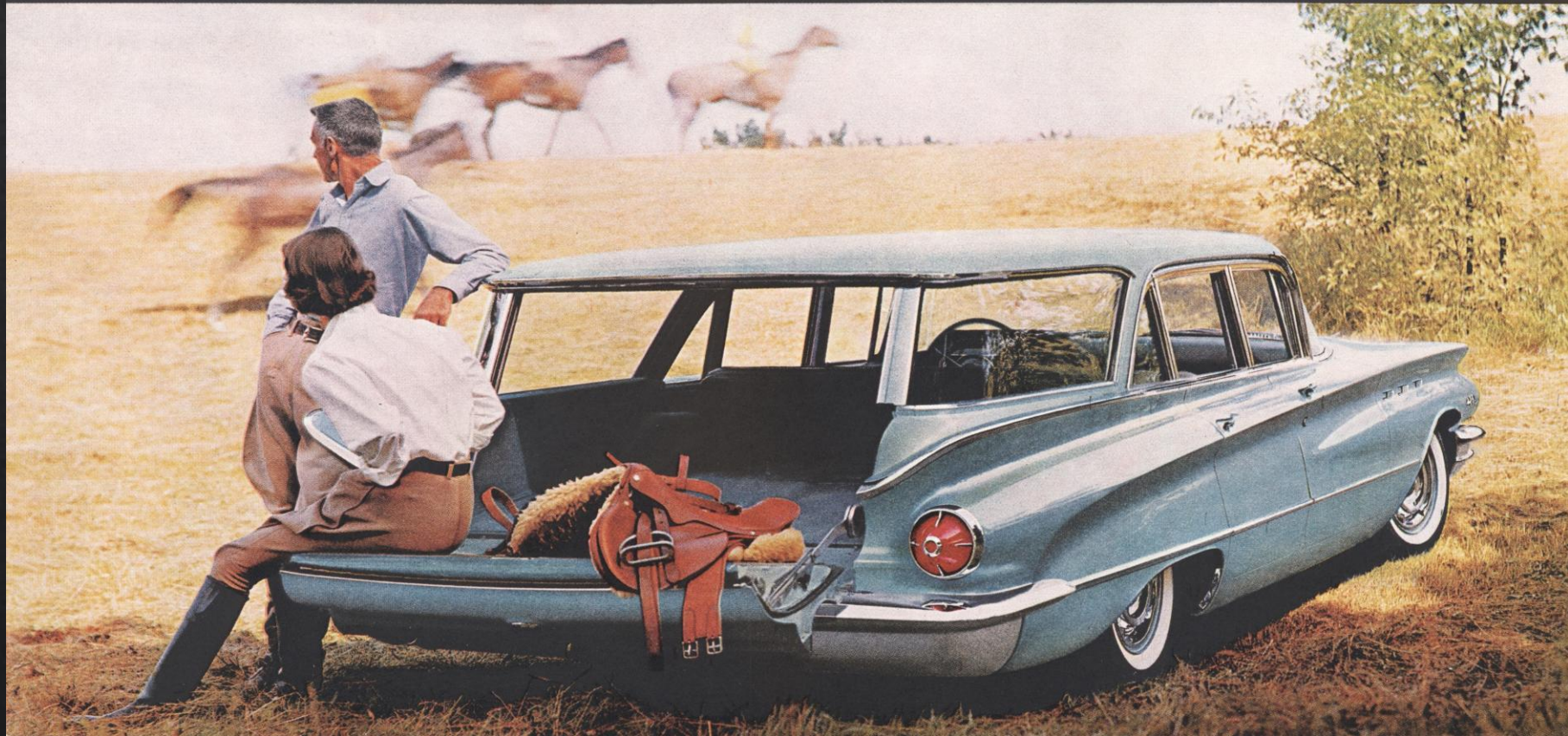
BUICK MOTOR DIVISION
General Motors Corporation, Flint 2, Michigan

☆ For description of options and accessories see "Road-Proven Engineering" folder

LETTERPRESS U.S.A.

THE TURBINE DRIVE BUICK ESTATE WAGONS

1960 BUICK LESABRE ESTATE WAGON IN MAGIC-MIRROR TURQUOISE



No wonder loading a Buick Estate Wagon is easier. Look at this huge cargo opening. No old-fashioned liftgate to get in your way, and a tailgate that lies flat and flush with the cargo deck.

LeSABRE Estate Wagon all-Cordaveen seats (top) offer a sporty "convertible" appearance together with premium durability and ease of cleaning.

Most soil marks will wipe right off with a light sponging. Choice of five color combinations.

INVICTA Estate Wagon interiors (bottom) have the practicality you need for daytime chores plus the dressy look you like for evening occasions. Styled in five smart color combinations of Cordaveen and woven all-Saran Balmoral cloth.

It cleans like Cordaveen, yet "breathes" like cloth.

Buick's all-time Best



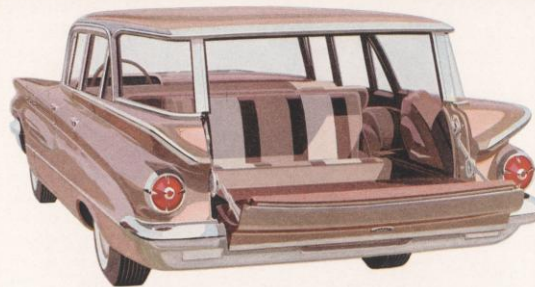
BUICK ESTATE WAGONS

Beautiful as only Buicks can be, yet packed with all the utility a wagon owner could desire . . . these are Buick Estate Wagons for 1960, now in two- and three-seat styles in LeSabre and Invicta.

Estate Wagon utility starts with a bigger load space . . . close to 50 square feet with tailgate and all but first seat down. Easier to get-at space, too . . . no liftgate . . . tailgate lies *flat* with the floor.

Buick Estate Wagons are designed for easy riding as well as easy loading. Seats are wide, roomy and foam-cushioned. And the same combination of ride and handling features that smooths the way for Buick passenger cars—deep coil springing at every wheel, box-girder "K" frame, Turbine Drive, true-balance stabilizer and many others—makes the Estate Wagon ride equally enjoyable.

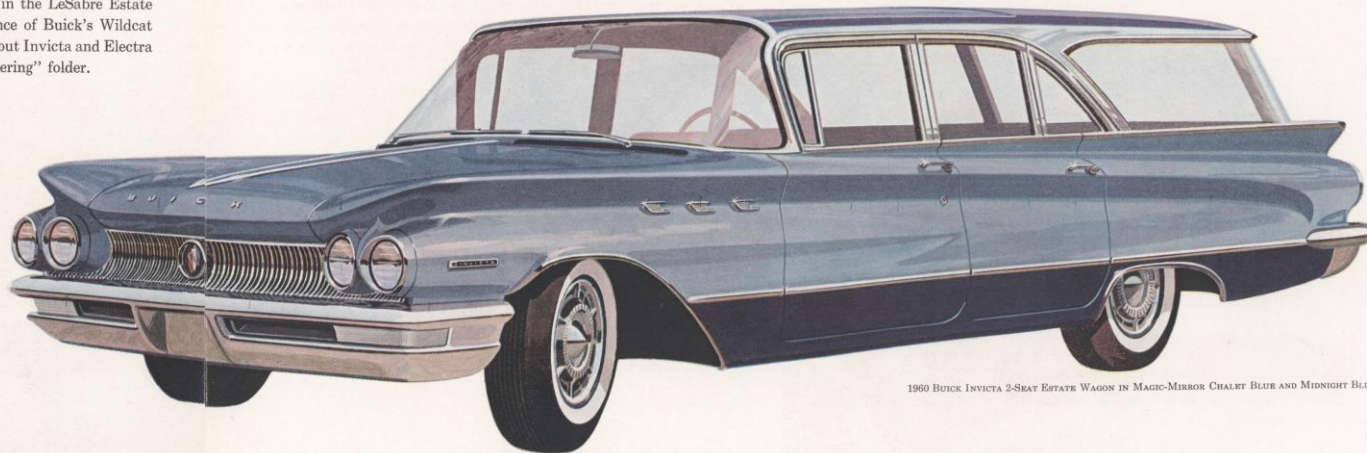
Power? Take your choice of three engines, including a thrifty new V8 that does its work on regular gas, in the LeSabre Estate Wagons. Or enjoy the matchless performance of Buick's Wildcat 445 in the Invictas. For more information about Invicta and Electra performance, see the "Road-Proven Engineering" folder.



1960 BUICK LeSABRE 3-SEAT ESTATE WAGON IN MAGIC-MIRROR PEARL FAWN



1960 BUICK INVICTA 3-SEAT ESTATE WAGON IN MAGIC-MIRROR GULL GRAY



1960 BUICK INVICTA 2-SEAT ESTATE WAGON IN MAGIC-MIRROR CHALET BLUE AND MIDNIGHT BLUE

Whether it's kids or cargo,
you can always make room in



The gang's all here. With all seats up a 3-seat Estate Wagon will accommodate as many as nine passengers. Optional roof luggage rack provides cargo space.



Family Outing. With third seat down and second seat up six passengers ride in comfort, you still have plenty of easily accessible cargo space.



Big Load. With third and second seats folded down, you get a clear load area more than 10 feet long from front seat to the tip of the tailgate.

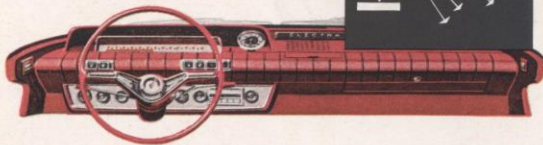
ESTATE WAGON

STANDARD EQUIPMENT

LeSABRE ESTATE WAGONS come equipped with these standard features: Mirromagic instrument panel, Direction signals, Air-flo aluminum brake drums, Full-flow oil filter, Electric windshield wipers, Automatic glove compartment light, Trip-mileage indicator, Cigarette lighter, Dual sliding sunshades, Step-on parking brake, Magic-Mirror finish, Crank-operated front window vents, Safety PLATE glass in every window, Dual horns, Built-in carburetor de-icer, Single-key locking system, Full 15-inch wheels, Instrument panel safety padding.

INVICTA ESTATE WAGONS come equipped with these standard features: All LeSabre standard equipment plus Turbine Drive transmission, Foamtex cushions, Electric clock, Automatic trunk light, Deluxe steering wheel, License plate frame.

New comfort idea from Buick. You read all instruments on Buick's beautiful new Mirromagic instrument panel through an adjustable tilted mirror. You get the viewing angle that's right for you without glare or reflection.



WOMEN'S FASHIONS FROM BERGDORF GOODMAN

MEN'S CLOTHES FROM BROOKS BROTHERS

BUICK ESTATE WAGONS

Buick Estate Wagons adapt so beautifully to your changing needs. When you need extra cargo space, you can fold seats down out of sight and out of the way in seconds.

Take the 3-seat Estate Wagon, for instance. You can have minimum seating and maximum cargo space

in seconds just by folding down the second and third seats. As the occasion demands you can increase seating capacity by raising the second or third seat or both. It's so easy. You can do it in your good clothes and never suffer a smudge.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

ESTATE WAGON SPECIFICATIONS

ENGINE	WILDCAT 384** (STANDARD ENGINE)	WILDCAT 375E*** (REGULAR GAS ENGINE)	WILDCAT 405-4B* (HIGH PERFORMANCE ENGINE)	WILDCAT 445
Available on.....	LeSabre	LeSabre	LeSabre	Invicta
Type.....	90° Buick V8	90° Buick V8	90° Buick V8	90° Buick V8
Displacement, cu. in.	364	364	364	401
Horsepower.....	250@4400 rpm.	235@4400 rpm.	300@4400 rpm.	325@4400 rpm.
Torque, ft.-lbs....	384	375	405	445
Compression Ratio	10.25 to 1	9.0 to 1	10.25 to 1	10.25 to 1
Transmission.....	Turbine Drive*	Turbine Drive*	Turbine Drive*	Turbine Drive
Carburetor.....	2-Barrel	2-Barrel	4-Barrel	4-Barrel

* Optional at extra cost.

** A special V8 power-matched to Synchro-Mesh transmission is also available on LeSabre at no extra charge.

*** Optional at no extra cost.

CHASSIS and GENERAL

Transmission—Synchro-Mesh transmission standard on LeSabre, not available in Invicta. Turbine Drive transmission optional on LeSabre, standard on Invicta. Turbine Drive transmission: torque converter type. Fully automatic, two turbines, variable-pitch stator and fixed-vane stator. Maximum torque ratio in Drive range at stall, 3.4 to 1. Total oil capacity (refill), 12 quarts.

Suspension—Ball-joint front suspension, coil springs front and rear, track bar, true-balance stabilizer, hydraulic shock absorbers front and rear.

Rear Axle—Buick Torque-Tube, semi-floating rear axle with hypoid gears. Gear ratio: 3.58 to 1 with Synchro-Mesh transmission, 3.07 to 1 with Turbine Drive transmission, 3.23 to 1 with Turbine Drive and Power Pack.

Brakes—Hydraulic. Air-cooled, finned aluminum brake drums front; air-cooled, finned cast iron brake drums rear. Total lining area 218.03 square inches. Step-on type parking brake. Power brakes optional on LeSabre and Invicta.

Frame—Box-section side rails with "K" type crossmember.

Fuel System—Built-in carburetor de-icer, automatic choke and idling control standard on all models. Two-stage gasoline filtering system includes filter in fuel tank plus extra-fine filter at the carburetor. New polyurethane air cleaner element provides far more efficient cleaning. 20-gallon fuel tank.

Exhaust System—Single muffler for both banks of cylinders is mounted crosswise to the frame. Heavy zinc and aluminum coatings of muffler parts promote long life. Dual exhaust optional.

Cooling System—Pressure system. Capacity: with heater 18.5 quarts; without heater 17 quarts.

Steering—Standard recirculating ball-nut type. Ratio 29.3 to 1. Easy Power Steering optional on LeSabre and Invicta.

Electrical System—12 volt. Delco-Remy system.

Wheels and Tires—Full 15-inch wheels. 7.60 x 15, 4-ply Tyrex cord tires standard. Whitewall tires optional.

DIMENSIONS

	LeSABRE ESTATE WAGON	INVICTA ESTATE WAGON
Over-all Length.....	217.9"	217.9"
Over-all Width.....	80.0"	80.0"
Over-all Height.....	57.2"	57.2"
Wheelbase.....	123.0"	123.0"
Tread, Front.....	62.04"	62.04"
Tread, Rear.....	60.0"	60.0"
Glass Area (sq. in.).....	5556.8	5556.8
Head Room, Front.....	34.7"	34.7"
Head Room, Rear.....	33.9"	33.9"
Head Room, Third Seat*	36.7"	36.7"
Shoulder Room, Front.....	60.6"	60.6"
Shoulder Room, Rear.....	59.0"	59.0"
Shoulder Room, Third Seat*	58.5"	58.5"
Hip Room, Front.....	65.4"	65.4"
Hip Room, Rear.....	65.1"	65.1"
Hip Room, Third Seat*	34.6"	34.6"
Leg Room, Front.....	44.2"	44.2"
Leg Room, Rear.....	42.2"	42.2"
Leg Room, Third Seat*	33.2"	33.2"

*3-seat models only

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BUICK MOTOR DIVISION
General Motors Corporation, Flint 2, Michigan

☆ For description of options and accessories see "Road-Proven Engineering" folder

LETTERPRESS U.S.A.

THE TURBINE DRIVE BUICK ROAD-PROVEN ENGINEERING



Buick's all-time Best

BUICK ENGINEERS have found the road to be the best laboratory in which to test a new Buick prior to production. Actual driving over all kinds of roads and under all kinds of conditions proves a car's mettle as no "inside" tests can. This is why Buick engineers put the 1960 Buick through hundreds of thousands of miles of grueling road tests before they certified it ready for production.

Buick's crisp handling, for instance, was achieved only after long and exhaustive testing of dozens of components—with constant modification and improvement. Steering, suspension, brakes, engine, transmission, drive and rear axle all stood tests that few Buicks will ever have to meet in normal driving conditions.

Here, we show you just a few of the advanced engineering features that make the Turbine Drive Buick the delightfully responsive, superbly comfortable car that it is . . . and what Buick engineers have done to prove the dependability of these features on the road.

BUICK RIDE



Buick Coil Springs at every wheel not only have more elasticity than the leaf-type rear springs many other cars still use, as the above laboratory photo shows; they keep their elasticity *for the life of the car*. (Leaf springs tend to "stiffen up" in time with the action of dirt and rust.) This extra coil spring "give" means that bumps are more efficiently absorbed, and the permanent elasticity of coil springs makes possible a permanent factory setting of shock absorbers for a lastingly smooth ride.

The roughest road you've ever driven doesn't begin to compare with this special "Ride Test" road at the General Motors Proving Ground. Massive concrete blocks jut out every few feet; it's like driving over a thousand curbs in succession. Yet, the Buick was actually required to ride with reasonable smoothness and to handle without undue effort on the driver's part. The fact that Buick took a road like this in stride is your assurance of a luxury ride over anything approaching ordinary road conditions.



BUICK QUIETNESS



Many factors contribute to Buick's exceptional quietness: quieter engine, muffler, transmission, rear axle and a solid, sound-insulated body that ranks with the industry's finest. But the biggest margin of Buick's quietness leadership is in vibration control. See in the above photo how a plumb bob suspended from Buick's rear vision mirror remains motionless with the motor running. The reason: Buick's Turbine Drive with Torque Tube has no "hard" connections to the body. Vibration is screened out.

Human ears aren't good enough for the exhaustive quietness tests that Buick '60 undergoes. Sensitive recording devices, such as the one in the photo below, were used to record noise levels. Measurements were taken under all conditions: rough and smooth roads, idling, low and high speeds . . . even over a specially constructed "noise road" designed to produce maximum body vibration. Any foreign sounds were hunted down with a battery of instruments and eliminated. Buick had to win engineering approval . . . quietly.



BUICK ROOMINESS



A roomy car gets roomier. A completely new floor profile provides more comfort for all front seat passengers including the traditionally forgotten man in the middle. There's more stretch-out room; "chair height" is greater, drive shaft tunnel is lower. Buick's sofa-wide seats provide more hip and shoulder room, too. No crowding even with big passengers. Special good news for the ladies from Buick: rear door swings have also been increased to make getting in and out easier.

Buick Design starts with people. The first step in designing the Buick passenger compartment was a vast testing program. Special passenger measuring equipment installed in Buicks at auto shows and displays recorded the dimensions of thousands of show visitors who sat in these Buicks . . . without their ever being aware of it. Out of this mass of data came an accurate picture of passenger space requirements, and from these requirements was constructed the first passenger compartment mock-up of the 1960 Buick (shown).



BUICK ENGINEERS have found the road to be the best laboratory in which to test a new Buick prior to production. Actual driving over all kinds of roads and under all kinds of conditions proves a car's mettle as no "inside" tests can. This is why Buick engineers put the 1960 Buick through hundreds of thousands of miles of grueling road tests before they certified it ready for production.

Buick's crisp handling, for instance, was achieved only after long and exhaustive testing of dozens of components—with constant modification and improvement. Steering, suspension, brakes, engine, transmission, drive and rear axle all stood tests that few Buicks will ever have to meet in normal driving conditions.

Here, we show you just a few of the advanced engineering features that make the Turbine Drive Buick the delightfully responsive, superbly comfortable car that it is . . . and what Buick engineers have done to prove the dependability of these features on the road.

BUICK RIDE

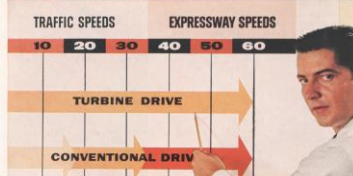


Buick Coil Springs at every wheel not only have more elasticity than the leaf-type rear springs many other cars still use, as the above laboratory photo shows, they keep their elasticity for the life of the car. (Leaf springs tend to "stiffen up" in time with the action of dirt and rust. This extra coil spring "give" means that bumps are more efficiently absorbed, and the permanent elasticity of coil springs makes possible a permanent factory setting of shock absorbers for a lasting smooth ride.

The roughest road you've ever driven doesn't begin to compare with this special "Rise-Tue" road at the General Motors Proving Ground. Massive concrete blocks jut out every few feet; it's like driving over a thousand curbs in succession. Yet, the Buick was actually required to ride with reasonable smoothness and to handle without undue effort on the driver's part. The fact that Buick took a road like this to stride is your assurance of a luxury ride over anything approaching ordinary road conditions.



BUICK TURBINE DRIVE



Turbine smoothness is the secret of Buick's agile performance. The chart above shows how the 1960 Buick with Turbine Drive (arrow at top) takes off from a standing stop and moves swiftly up through traffic speeds to expressway speeds with unobtrusive smoothness. Contrast this with some other automatic drives (arrow at bottom) that get up to speed only with very noticeable gear-shifting rouses. What's more, Buick gives you better responsiveness in the speed range you use most . . . 40-60 mph.

To a Buick test engineer, a performance test means making every conceivable demand on the complete Buick drive line. How often, for instance, would you have occasion to take a car off from a standing stop on a steep hill by flooring the accelerator (as in the photo below)? Or drive a car for days at near-top speeds? A Buick had to pass these and many other "torture" tests over and over again to prove its performance dependability. It's this proof that's your assurance of Buick performance being equal to any driving situation.



BUICK ECONOMY



Consider three things when measuring car economy: gas consumption, maintenance cost and trade-in recovery. The chart above illustrates Buick's money-saving economy on all three counts. Item One: Buick's thrifty V-6 actually delivers more power on less gas. Item Two: authoritative studies have shown Buick to be one of the most economical to maintain of all cars. Item Three: a car (Buick's) that's thrifty both to operate and maintain and has styling that stays fresh is just naturally more attractive in the used car market.

Here's just one example of the way engineers prove Buick's thriftiness—the gas economy test. A special "fifth wheel" records distance traveled with exceptional accuracy. At the same time consumption of fuel is measured with precision-calibrated instruments. Results were observed at all speeds and under all kinds of traffic conditions. As the tests proceeded, many engine and drive line refinements took place. Only when gas economy had reached a level satisfactory to the engineers was the engine ready for production.



BUICK RUGGEDNESS

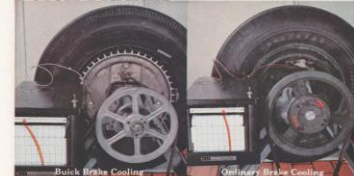


The toughness of Buick's husky Box-Girder "K" Frame is scientifically measured in this torsion test shown in the picture above. Here, tremendous forces try to twist the frame, while precision instruments measure both the number of degrees through which the frame can be twisted, and how nearly it returns to its original position when the forces are withdrawn. That after test has proven the fundamental strength of Buick's massive box-section side rails reinforced with heavy "K" shaped bracing.

A specially constructed road at the General Motors Proving Ground puts stresses on the Buick undercarriage that few Buicks will ever have to meet. So concerned that one wheel may be climbing a hill while another is diving into a hole, this road tends to twist not only the frame but the entire body. Before winning engineering approval, the 1960 Buick spent thousands of miles on this road and others like it. All chassis components had to emerge from this pounding in top-notch condition.



BUICK BRAKES



Buick's Air-Flo Aluminum Brake Drums are fitted to radiate more heat . . . high-velocity air-cooled to get rid of this heat faster. The photos above show the difference. Sensitive thermocouples measure brake lining temperatures following repeated brake applications. Compare the curves on the recording thermometer. Buick's lining temperature drops from 100° to 200° in the same time ordinary brake temperature drops little more than 50°. This is real protection against heat-caused brake fade.

Repeated "panic" stops from speeds as high as 70 miles per hour are a routine part of Buick brake testing procedure, as in photo below. Other tests of Buick brake power included a punishing 1000-mile run over mountainous mountain roads. Relatively high speeds were maintained, making continual applications of brakes necessary. Information gathered from these and other brake tests throughout the country helped Buick engineers design the Air-Flo aluminum brake drum and ventilated wheel that licked the problem of "fade."



Check the extra comfort,
convenience and safety features
you want with these

BUICK | **OPTIONS and
ACCESSORIES**



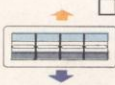
- Easy Power Steering** takes nearly all the effort out of steering, leaving you just enough for a good "feel of the road." Easy Power Steering optional on LeSabre and Invicta, standard on Electra and Electra 225.



- Power Brakes** combined with Buick's Air-flo aluminum brake drums make the industry's smoothest, surest, safest stopping combination. Power brakes optional on LeSabre and Invicta, standard on Electra and Electra 225.



- Power Seat** lets you select your favorite seat position without effort. Four-way seat moves forward and backward, up and down. Six-way seat also tilts to the most comfortable angle. Both optional on all models except LeSabre 2-door sedan. *Two-way* power seat standard on Electra 225 convertible.



- Power Window Lifts.** A touch of the button raises and lowers windows electrically. Individual controls are mounted at each window with a master control for all windows next to the driver's seat. Standard on Electra 225 convertible, optional on all other models except LeSabre 2-door sedan. Power window vents optional on Electra and Electra 225 only.



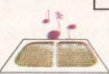
- Sonomatic Radio**—Offers both manual and push-button tuning together with exceptional fidelity. Audio power transistor. Also available: "Wonder Bar" radio with station-seeking tuner. Both optional on all models.



- Guide-Matic with exclusive Safety Salute**—Automatically switches your headlights from "driving" to "city" as oncoming cars approach . . . switches them back again when you have a clear road. New "Safety Salute" feature automatically "dims" your lights momentarily as a signal to approaching cars to change to the lower city beam. Optional on all models.



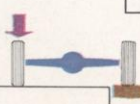
- Twilight Sentinel**—A Buick exclusive! The logical supplement to the convenience of Guide-Matic. When you're on the road, an electronic unit "senses" the approach of nightfall and automatically turns your headlights on. In the same way it turns headlights off at sunup. Special override switch restores manual control for such conditions as driving through tunnels. Optional on all models.



- Rear Seat Radio Speaker**—Enjoy a "binaural" effect right in your Buick with a two-speaker system. Rear seat speaker is conveniently mounted in package rack behind the seat in closed models. Optional on all models except LeSabre and Invicta convertibles.



- Air Conditioning**—An air-conditioned Buick interior knows no season. In the hot weather months air is cooled, filtered and dehumidified at the touch of the controls. Up to 98% of airborne pollen is removed. Five outlets assure excellent cool-air distribution. Three outlets have adjustable air directors for individual comfort. Optional on all models.



- Positive Traction Differential**—Puts your Buick on a better footing in ice, snow, mud or sand. Only one rear wheel need have traction to get you under way, because the positive traction differential channels the power to the gripping—not the slipping—wheel. Optional on LeSabre, Invicta, Electra and Electra 225.



- Deluxe Steering Wheel**—A high-style addition to Buick interior decor. Rim is color-keyed to interior color. Hub and spokes have rich bright-metal finish. Optional on LeSabre series, standard on Invicta and Electra series.



- Deluxe Wheel Covers**—A beautiful "finishing touch" to any Buick. Rich bright-metal finish with black accents. Optional on LeSabre, standard on Invicta and Electra.



- Super-Deluxe Wheel Covers**—The last word in wheel elegance. Optional on LeSabre, Invicta and Electra. Standard on Electra 225.



- Estate Wagon Luggage Rack**—Brings Buick Estate Wagon cargo-carrying capacity up to the maximum. This ruggedly constructed luggage rack is finished in heavy chrome plate, assuring lasting durability and smartness. Optional on LeSabre and Invicta Estate Wagons.



- Estate Wagon Electric Back Window**—The touch of a button at the instrument panel or the turn of a key at the tailgate rolls the Estate Wagon back window into the tailgate electrically. Optional on both Invicta and LeSabre Estate Wagons.

And many, many others, including

- Undersat heater and defroster
- Windshield washers
- Easy Eye glass
- White sidewall tires
- Bucket seats (on certain models only)
- Custom exterior trim molding

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