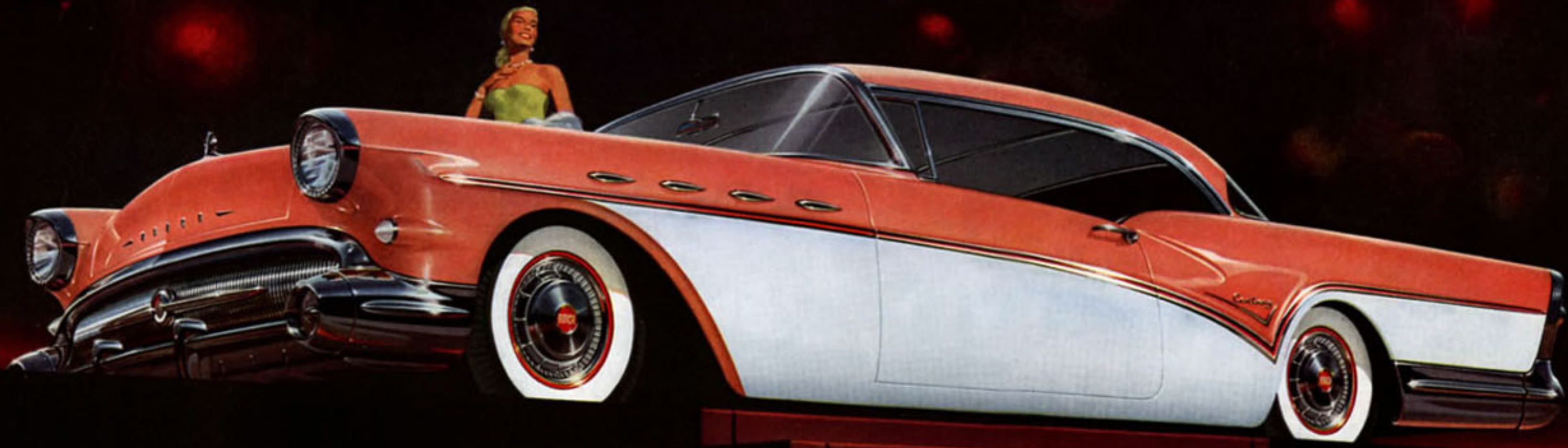


FOR 1957

Newest Buick Jet





NEWNESS FOR THE SAKE OF GREATNESS

YOU WILL FIND that the advances of the 1957 Buick come not in any one place but in totality—not just in look but in engineering throughout.

And the result is a car which transcends newness for itself to bring you to a great new level of American motoring.

Here you see a brand-new kind of styling—sweepingly low in the sports-car tradition—yet wondrously roomier on the inside for six full-sized passengers.

Here you will find a new Variable Pitch Dynaflo—*instant Dynaflo*—so utterly smooth and quickly obedient in its response—so flexible in its power delivery to the rear wheels—it extends the “Drive” range

beyond anything you have known before in an automatic transmission.

Pacing this new Dynaflo is a completely new V8 engine—redesigned from the crankshaft up to bring you the mightiest power in all Buick annals and a record high compression to match.

And beneath this Buick beauty is a completely new chassis of ingenious “nested” design to give you a new low center of gravity, better roadability, and a new luxury of ride. Even your handling is done with a new preciseness and ease with Buick’s new ball-joint suspension.

So look to your heart’s content at the 1957 Buicks on the following pages. Then accept our cordial invitation to drive the newest and most thrilling Buick yet.



Newest Buick Yet

Success achieves a new summit

with **ROADMASTER**

for 1957

Custom Built by Buick



ROADMASTER 4-DOOR 6-PASSENGER RIVIERA. MODEL 73. 127½-IN. WHEELBASE. 300 HORSEPOWER

This same ROADMASTER is also available as Model 73A, with a one-piece rear window and without roof moldings.

IN ROADMASTER for 1957, you mark your going with the finest travel fine-car money can buy.

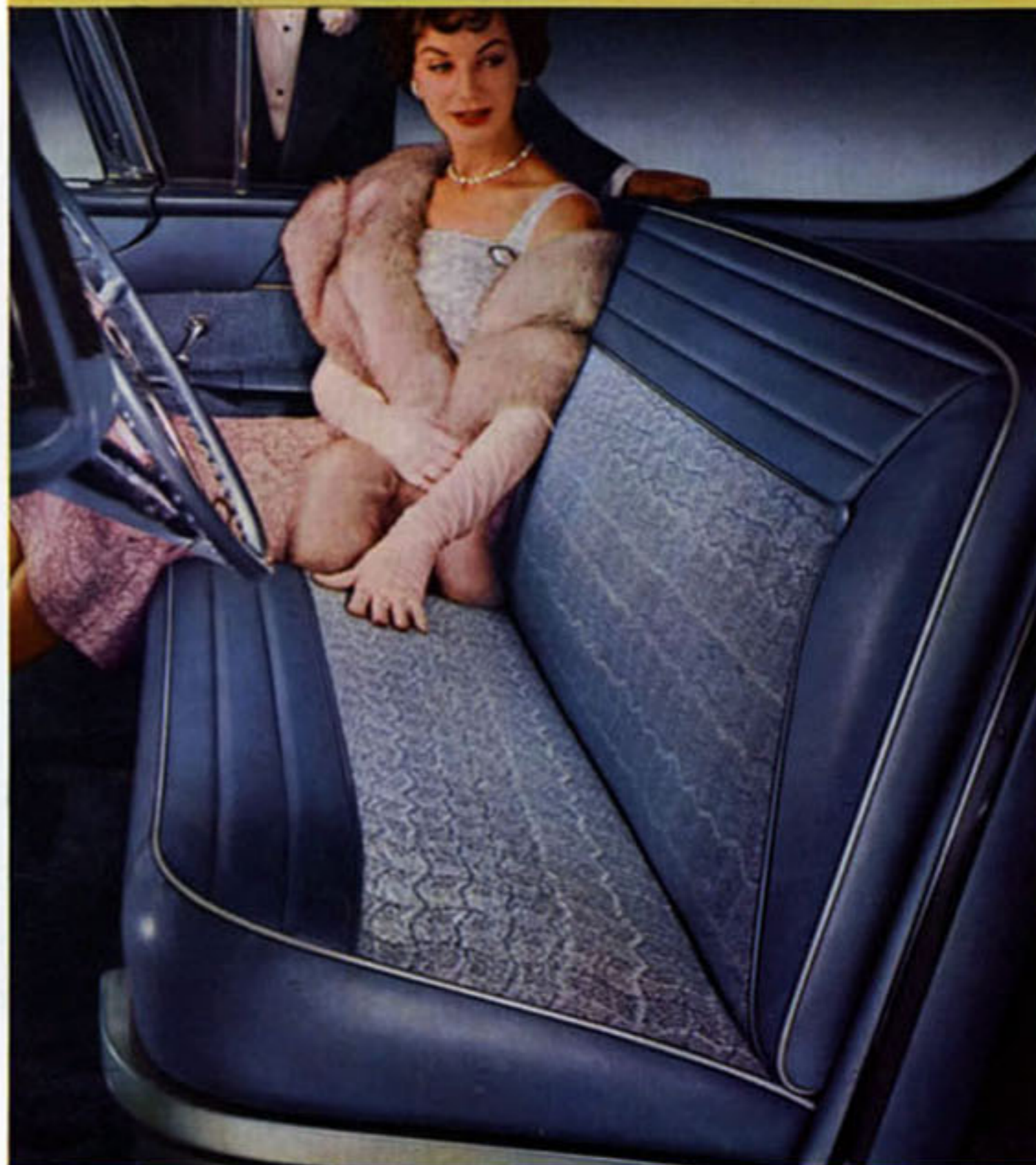
For this biggest and best of fine cars begins with the advances of all 1957 Buicks—and moves on to a magnificence of its own—in beauty, in ride, in power and in performance.

Five big models carry ROADMASTER's name—a Convertible, two 4-Door Riviervas, and two 2-Door Riviervas.

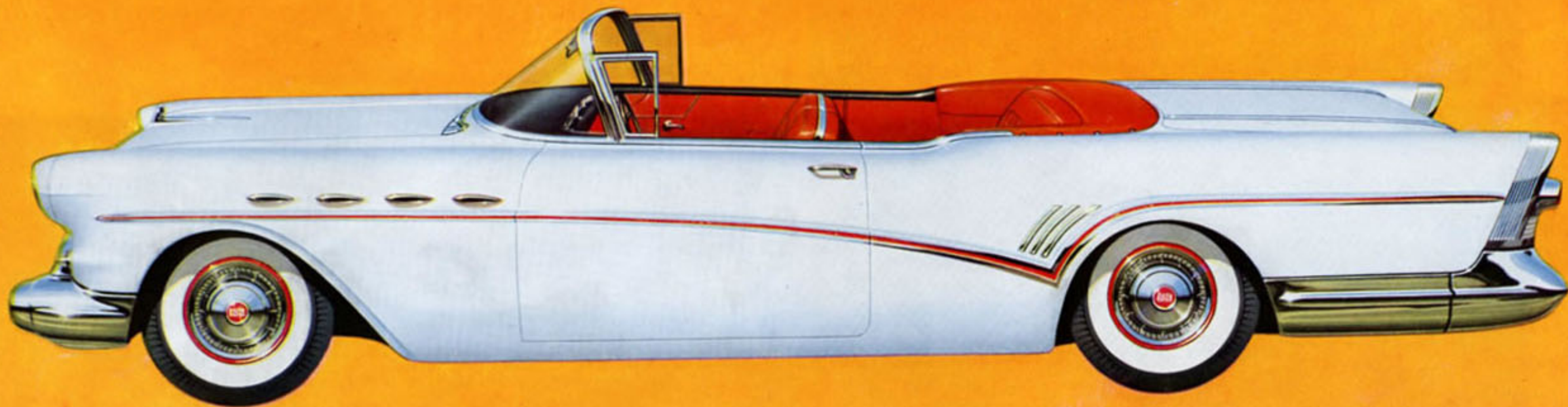
In each, styling is inches lower and smartly distinctive. Power from a new V8 engine is at a record high 300. Handling and levelness of ride reach a consummate new peak of luxury.

And most especially, in every ROADMASTER you find Buick's great new Variable Pitch Dynaflo—which gives you a unique experience in thrilling performance.

If owning the finest is your desire—and if pride in value received means more to you than price alone, ROADMASTER should certainly be your choice in 1957.



ROADMASTER RIVIERA INTERIORS are upholstered in rich custom-finished nylon-Cordaveen combinations—green, blue, black with ivory, and rust with ivory—and a special nylon and broadcloth gray for the 4-door Riviervas. In Convertibles, you have a choice of four combinations of supple, well-tanned,



ROADMASTER 2-DOOR 6-PASSENGER CONVERTIBLE. MODEL 76C. 127½-IN. WHEELBASE. 300 HORSEPOWER

Buick **ROADMASTER**
for 1957



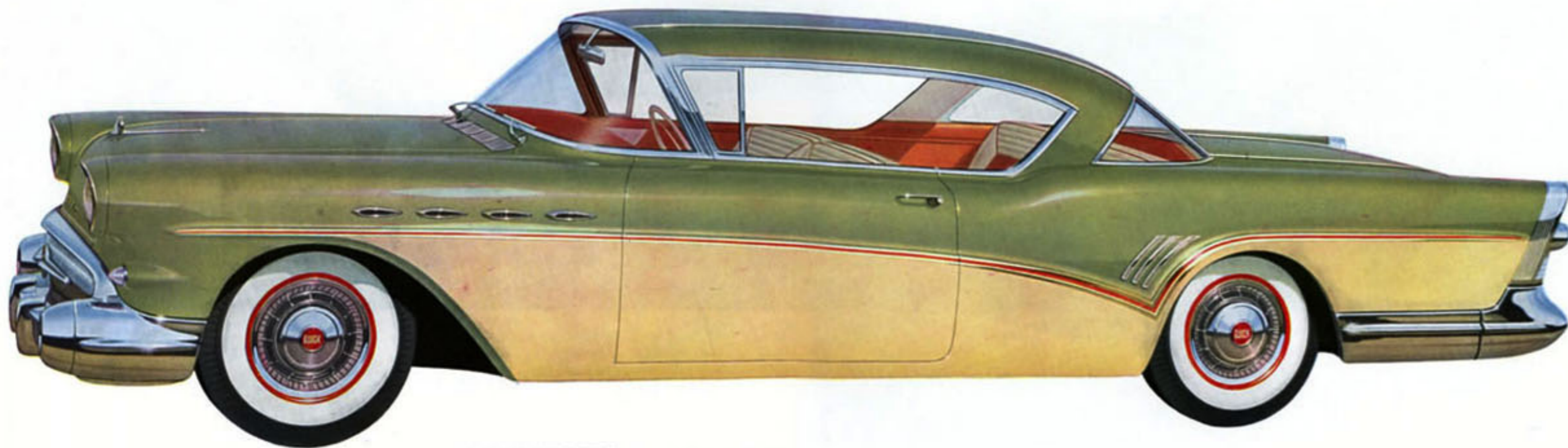
Luxury keynotes ROADMASTER styling, ROADMASTER interiors, ROADMASTER travel—and it is luxury brought to matchless level.

You will instantly note a smart new touch in Rivieras—two gleaming bands of chrome running from deck lid to windshield to accent ROADMASTER's sweeping and distinguished profile.

Inside, new and roomier interiors may be fitted out in any of a wide choice of colors and fabrics. The new instrument panel pad is safety-cushioned, the

deep wide seats and fine carpeting are heavily foam rubber backed.

And throughout the length and breadth of ROADMASTER, you'll find a host of luxury features and conveniences. Variable Pitch Dynaflow, back-up lights, Safety Power Steering, electrically operated windows, windshield washers, self-regulating electric clock, dual exhausts. All are part and parcel of ROADMASTER ownership. All combine to add luster to ROADMASTER's standing as the master worth in the fine-car field.



ROADMASTER 2-DOOR 6-PASSENGER RIVIERA, MODEL 76R, 127½-IN. WHEELBASE, 300 HORSEPOWER

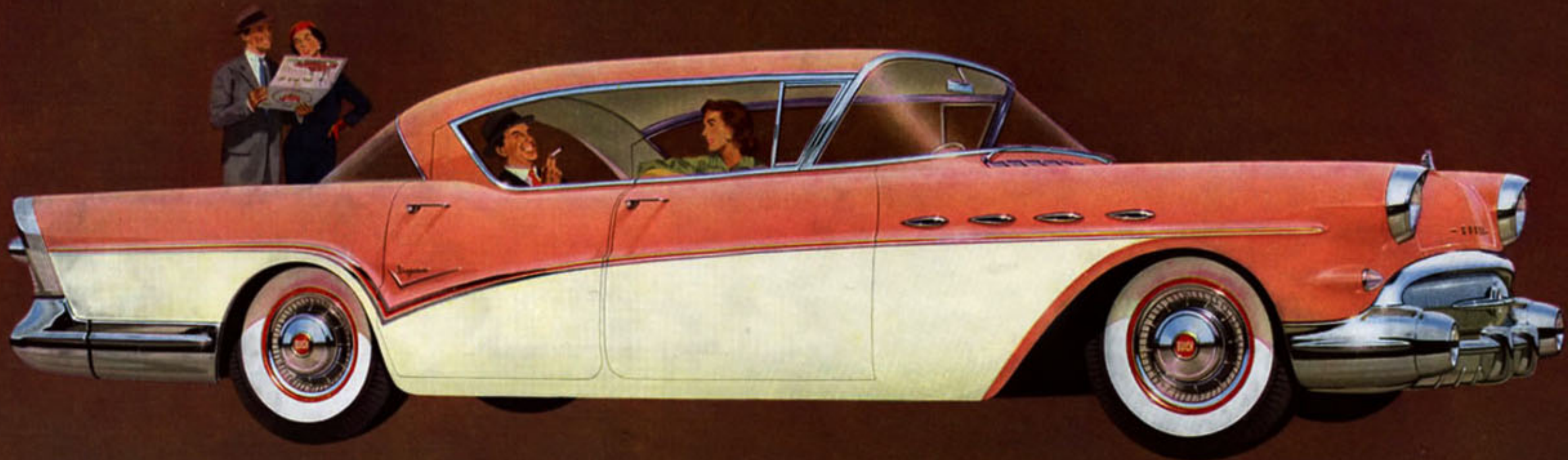
This same ROADMASTER is also available as Model 76A, with a one-piece rear window and without roof mouldings.

Stunning new grace and gait...

Supreme new spaciousness...

Superb new value...

Buick **SUPER** for 1957



SUPER 4-DOOR 8-PASSENGER RIVIERA, MODEL 53, 127½-IN. WHEELBASE, 300 HORSEPOWER

By every measure you put to it, the 1957 Buick SUPER Series is the regal-size buy of the middle price range.

Styling is inches lower, but interiors are the roomiest of all Buicks.

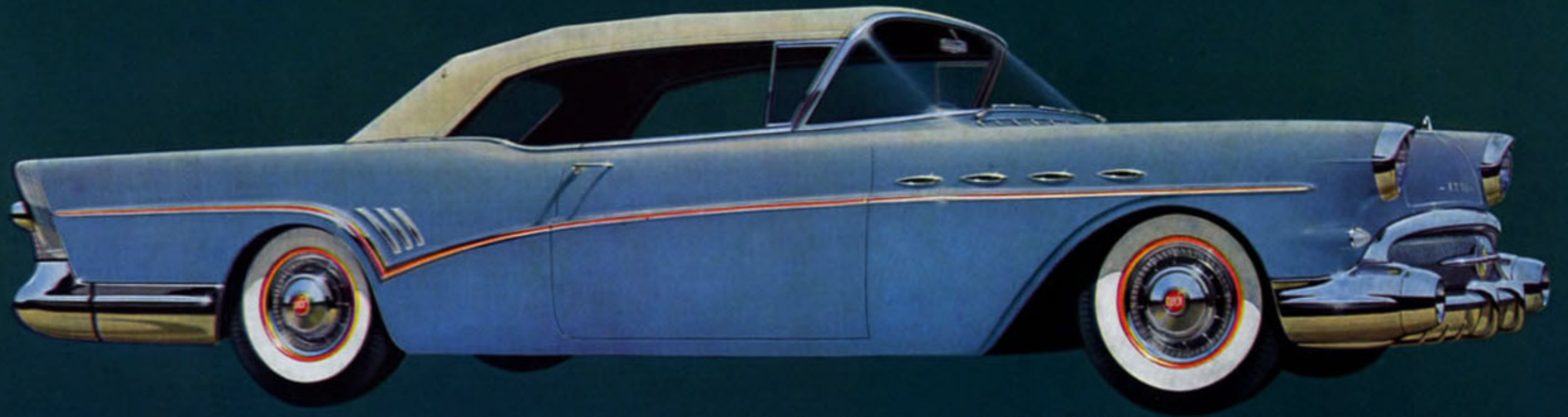
Horsepower reaches a record 300 mark. And the SUPER's performance writes a new chapter in big car thrills with the instant getaway response of a new Variable Pitch Dynaflo.

Even the ride is completely new—with a new Contour-Frame chassis, new level-stop ball-joint suspension, new front end geometry and dozens of other Buick-engineered features to make your driving a joy and a boon wherever you go.

With its new spaciousness, new power, new performance, and new styling, the 1957 Buick SUPER is definitely the brightest value of the long wheelbase cars.



SUPER INTERIORS have their own distinctively patterned fabrics in nylon and Cordaveen with color choices of green, blue, black with ivory, and rust with ivory. Convertible interiors here are fitted out in solid red, two-tone green, two-tone blue, and black with ivory Cordaveen.



SUPER 2-DOOR 6-PASSENGER CONVERTIBLE, MODEL 56C, 127½-IN. WHEELBASE, 300 HORSEPOWER

Buick **SUPER**
for 1957



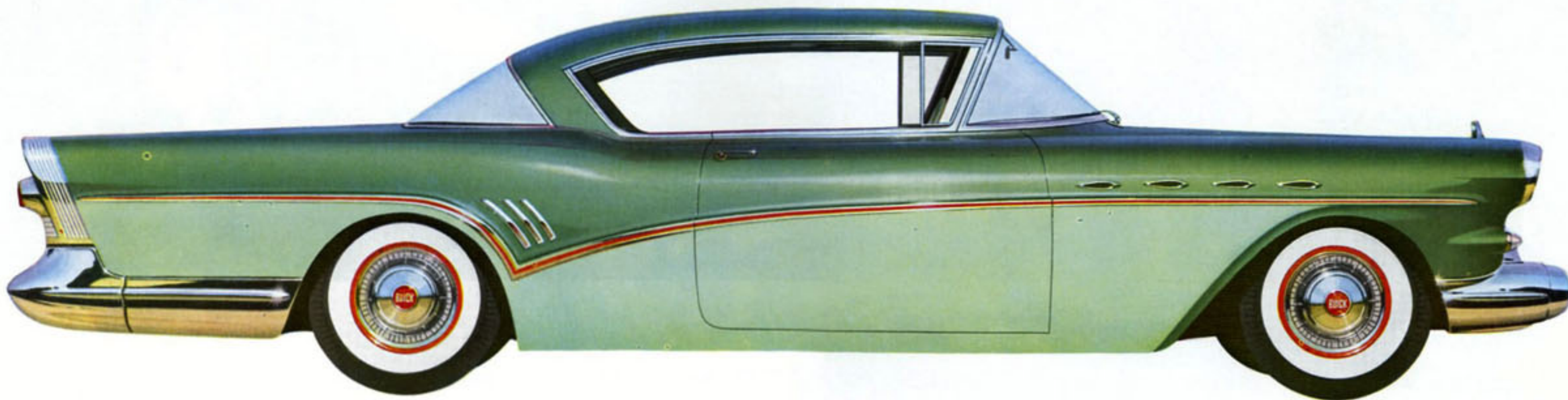
There is ample visible evidence in the 1957 Buick SUPER—Convertible, 2-Door or 4-Door Rivas—that here is motoring for the man who enjoys the abundant life.

There's a sleek new look to its low profile, and there's more room for big six-footers to stretch out inside. Front seat hiproom in this spacious 2-Door Riviera, for example, measures 65.3 inches.

You'll find a score of features that come with your SUPER—a new Safety

Power Steering system, a new Variable Pitch Dynaflo, foam rubber seat cushions, electrically operated windows in the Convertible, self-regulating electric clock, safety instrument panel pad plus many more at no extra cost.

And with all of the SUPER's pleasures of ownership comes the pleasure of knowing you've taken command of the biggest buy in space and power and ride in the medium-priced field.



SUPER 2-DOOR 6-PASSENGER RIVIERA. MODEL 56R. 127½-IN. WHEELBASE, 300 HORSEPOWER

New Pace, New Poise, New Lift
in America's biggest performance buy

Buick **CENTURY** for 1957



CENTURY 4-DOOR 6-PASSENGER RIVIERA, MODEL 63, 122-IN. WHEELBASE, 300 HORSEPOWER

The 1957 Buick CENTURY is a dazzler in every respect. But you find this especially so when you sample its action.

Sports-car styled with the lowest cut to its lines in Buick history, the 1957 CENTURY is a high-voltage performer from the word "Go."

In literal fact, nothing on the American road today can come close to matching the brilliant and silken performance you get here with Buick's most compact wheelbase, Buick's mighty 300 horsepower V8 engine, and new Variable Pitch Dynaflo.

Yet for all this performance, the CENTURY comes delivered for just a step over Buick's lowest-priced series—making it your biggest thrill per dollar buy in the car world today.



CENTURY INTERIORS set the mood for thrilling performance with a wide color combination of nylon and Cordaveen fabrics. Rivieras are trimmed in green, blue, black with ivory, and rust with ivory. The Convertible is finished in Cordaveen and genuine leather in four colors—and the Estate Wagon is available in five choices of two-tone Cordaveen as well as a choice of rust nylon fabric and beige Cordaveen.



CENTURY 2-DOOR 6-PASSENGER CONVERTIBLE, MODEL 66C, 122-IN. WHEELBASE, 300 HORSEPOWER

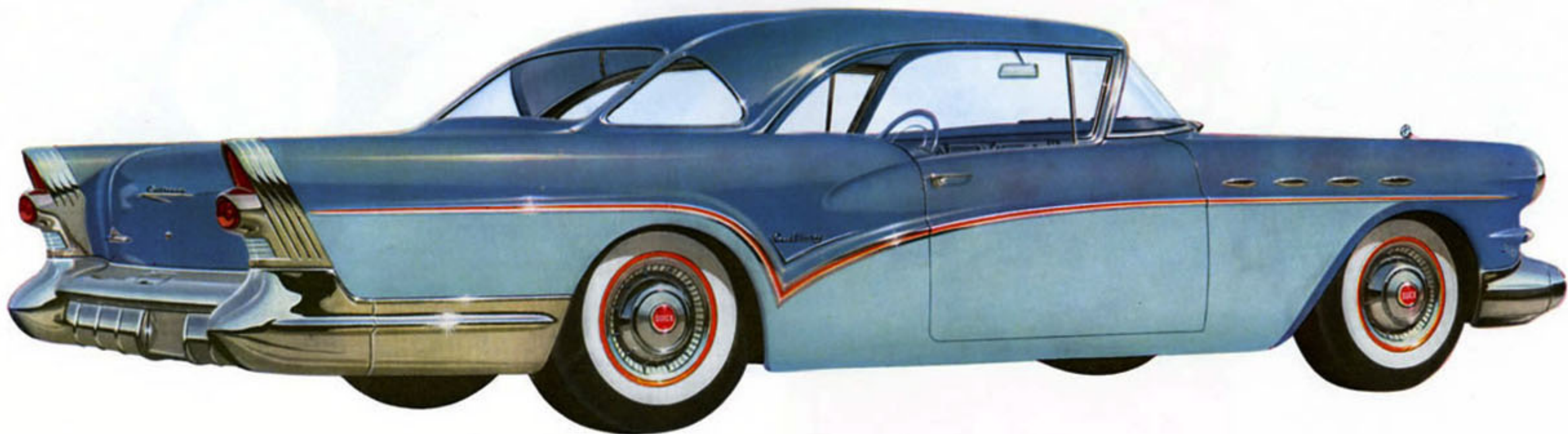
Buick **CENTURY**
for 1957



Standing next to a CENTURY Convertible, you'll notice that it is barely hip-high with the top down.

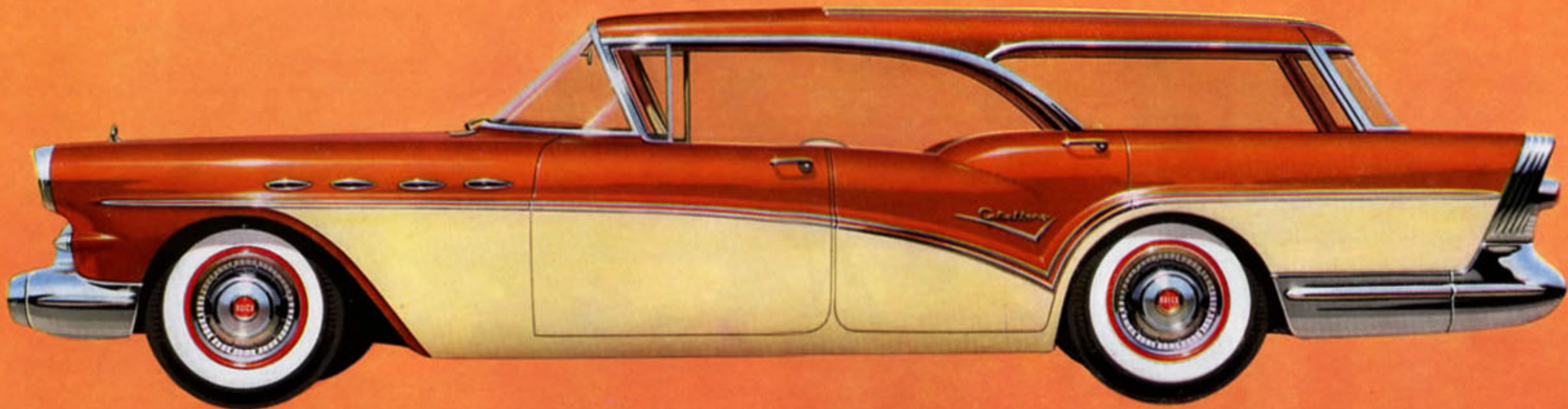
From one end to the other—from inside to out—the emphasis is on the sports-car look—but with comfort for all. With Buick's new Contour-Frame chassis, the profile is lower—yet there is more room inside than before.

And in every CENTURY you get such Buick features as Variable Pitch Dynaflo, power operated windows in the Convertible, foam rubber backed seat cushions, self-regulating electric clock, safety instrument panel pad and 4-Barrel Air-power Carburetor. When you're looking for performance with a bonus dividend in luxury features—the CENTURY is definitely your top dollar buy in the lower medium price range.



CENTURY 2-DOOR 6-PASSENGER RIVIERA, MODEL 66R, 122-IN. WHEELBASE, 300 HORSEPOWER

CENTURY



CENTURY 4-DOOR 6-PASSENGER CABALLERO ESTATE WAGON, MODEL 69, 122-IN. WHEELBASE, 300 HORSEPOWER

New and wonderful for 1957... the Riviera-styled

Buick **ESTATE WAGON**

Poised above is the stunning CENTURY Caballero—a brand-new body style for wagons, and the pace car for a brand-new line of Buick Estate Wagons in 1957.

You can see at a glance what makes the difference—the Caballero is 4-Door hardtop styled in true Buick Riviera

They're big in performance, too. In the CENTURY Caballero, there's a record 300 horsepower V8 engine and the new get-away magic of Variable Pitch Dynaflo[™]. In the SPECIAL models, there's 250 horsepower with your option of Variable Pitch Dynaflo at modest extra cost.



The New Buick Estate Wagons Are As Big In Roominess As They Are Low In Profile. Rear seats fold down to provide a 701.9-inch-long platform from front seat to end of open tailgate. Maximum width of the opening is 61.2 inches. Maximum height is 27.6 inches. Two accessories make this versatile Buick even handier—a divided rear seat for carrying both passengers and cargo—and a third seat for children which gives your Estate Wagon 9-passenger capacity.

fashion—with no center doorposts.

This same exclusive styling is also available in the thrifty SPECIAL version, Model 49D, whose profile is shown at lower right. There's an even lower-priced Buick SPECIAL, Model 49 below, with the graceful Riviera look and center doorposts.

You'll find each of these new Estate Wagons is sized for big cargoes and big folks inside.

And in all Buick Estate Wagons you'll find the comfort and roadability of a brand-new ride, the handling ease of a new steering geometry—and the luxury of smartly tailored interiors.

Best of all, the price picture here is really good news. The thrifty SPECIAL Estate Wagons start just a step over similar models of the smaller cars, and the fashion-first CENTURY Caballero is very much in line with medium-priced wagons of similar power and equipment.



The wide-open look of the Riviera is in the thrifty SPECIAL Series, too! Shown here is the profile view of the Special 4-Door 6-Passenger RIVIERA ESTATE WAGON, Model 49D.



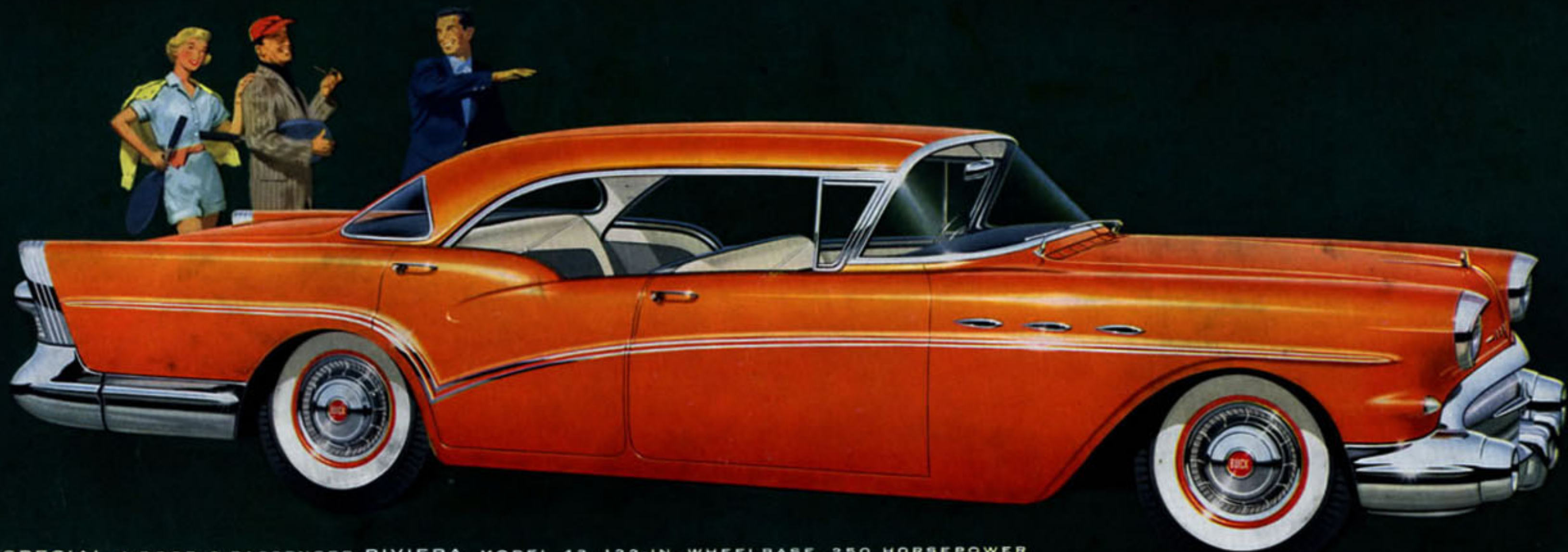
SPECIAL

SPECIAL 4-DOOR 6-PASSENGER ESTATE WAGON, MODEL 49. 122-IN. WHEELBASE. 250 HORSEPOWER

New sensation for the budget-minded...

The bedrock-priced

Buick **SPECIAL** for 1957



SPECIAL 4-DOOR 6-PASSENGER RIVIERA, MODEL 43, 122-IN. WHEELBASE, 250 HORSEPOWER

Nowhere among low-priced cars—or even among some cars costing hundreds of dollars more—will you find a performer of the beauty and magnitude of the 1957 Buick SPECIAL.

Seven brand-new models for the budget-minded are in this Series—2-Door and 4-Door Sedans, 2-Door and 4-Door Rivieras, a Convertible and two all-steel Estate Wagons.

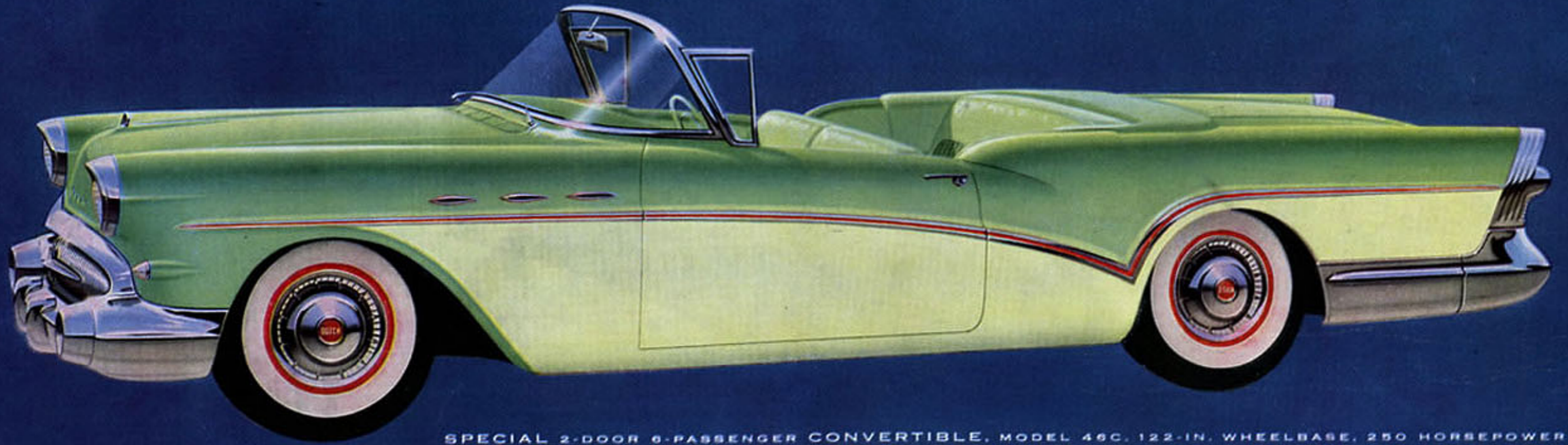
In each, you find Buick's new Low-Sweep Silhouette styling, Buick's new ball-joint handling, new Contour-Frame chassis, new "nested" ride and levelized braking.

And in each, you can command Buick's completely new 364-cubic-inch V8 engine of 250 horsepower—with the switch-pitch thrills of a new Variable Pitch Dynaflo, optional at extra cost.

In every respect—power, ride, roominess, beauty, maneuverability—the 1957 Buick SPECIAL is far and away your biggest budget-buy.

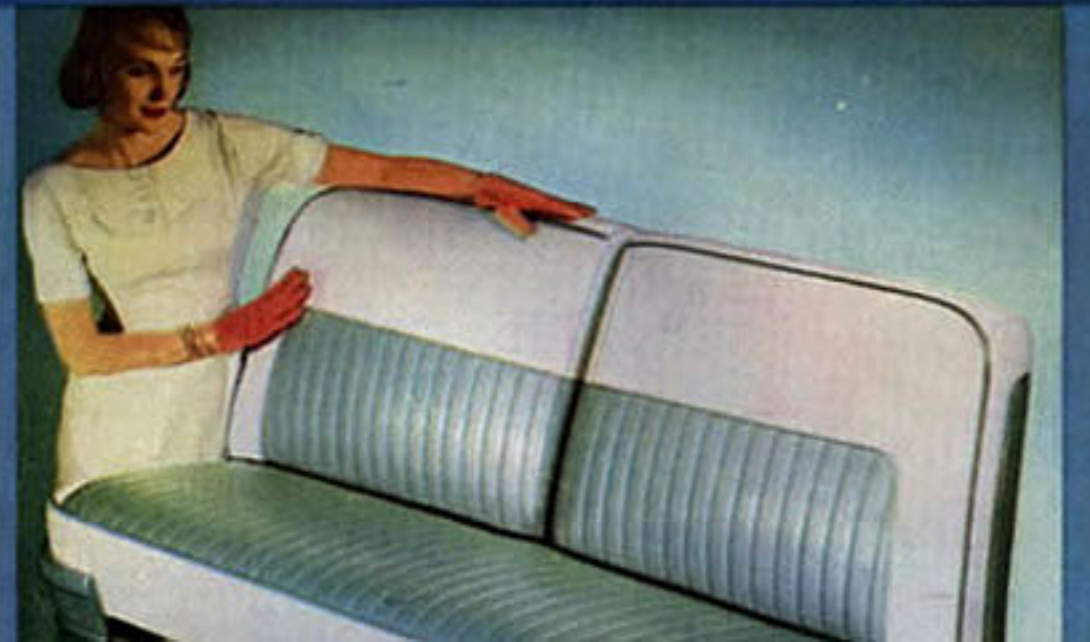


SPECIAL INTERIORS offer no hint that these are the Buicks with the low price tags. Green, blue and gray nylon fabrics with matching Cordaveen trim are offered in Sedans and Rivieras plus four custom nylon and Cordaveen choices. The Convertible may be upholstered in any of four all-Cordaveen interiors. And in the Estate Wagon you can select from five all-Cordaveen and one nylon-Cordaveen combination.



SPECIAL 2-DOOR 6-PASSENGER CONVERTIBLE, MODEL 46C, 122-IN. WHEELBASE, 250 HORSEPOWER

Buick **SPECIAL**
for 1957



For all the 1957 SPECIAL's low look, you'll find it big and roomy inside. Front seat headroom in the 4-Door Riviera, for example, measures 35.2 inches. Legroom in the back seat measures 42.4 inches. And all other dimensions are equally large.

Matching the SPECIAL's size is an unbeatable combination of big-car ride, big-car heft, and big-car handling ease that has no equal in its price range.

And along with all this comes a long list of equipment *at no extra cost*. Among these are: Full-Flow Oil Filter, Oil-Bath Air Cleaner, Anti-Rust fuel line, heavy insulation against heat and sound, StepOn Parking Brake, Redliner Speedometer, Trip Mileage Indicator, and many more.

So feature by feature, you'll find the SPECIAL offers more for your dollar than any other car in the budget price range.



SPECIAL 2-DOOR 6-PASSENGER RIVIERA, MODEL 46R, 122-IN. WHEELBASE, 250 HORSEPOWER



SPECIAL 4-DOOR 6-PASSENGER SEDAN, MODEL 41, 122-IN. WHEELBASE, 250 HORSEPOWER

Buick **SPECIAL**
for 1957



On these pages, you see the finest values in the SPECIAL family.

Above you see the smartly fashioned SPECIAL 4-Door Sedan, Model 41, and a whopping big car value in any buyer's language.

Below is the sleek and rakish 2-Door Sedan, Model 48, lowest priced of all Buicks for 1957.

Both are Buick big in size, ride, power and standard features.

Both may be equipped with every Buick option available—the improved new Variable Pitch Dynaflo, Buick Airconditioner, Safety Power Steering, Power Brakes. And in the 4-Door Sedan—even Buick's six-way Power Seat and power windows.

And both come at low delivered prices that make them the brightest buys on the automotive car scene today, bar none.



SPECIAL 2-DOOR 6-PASSENGER SEDAN, MODEL 48. 122-IN. WHEELBASE. 250 HORSEPOWER



Buick launches a new kind of instant performance

with a great new

VARIABLE PITCH DYNAFLOW

For 1957, Buick engineers have brought Variable Pitch Dynaflo to a brilliant new level of instant performance.

Now you get such full torque, such quick responsiveness, and such complete flexibility in the "Drive" setting, that the need for "Low" has practically been eliminated.

And when time and good judgment demand it, you can switch

the pitch by flooring the pedal and call forth a brand-new safety burst of power like you've never known before.

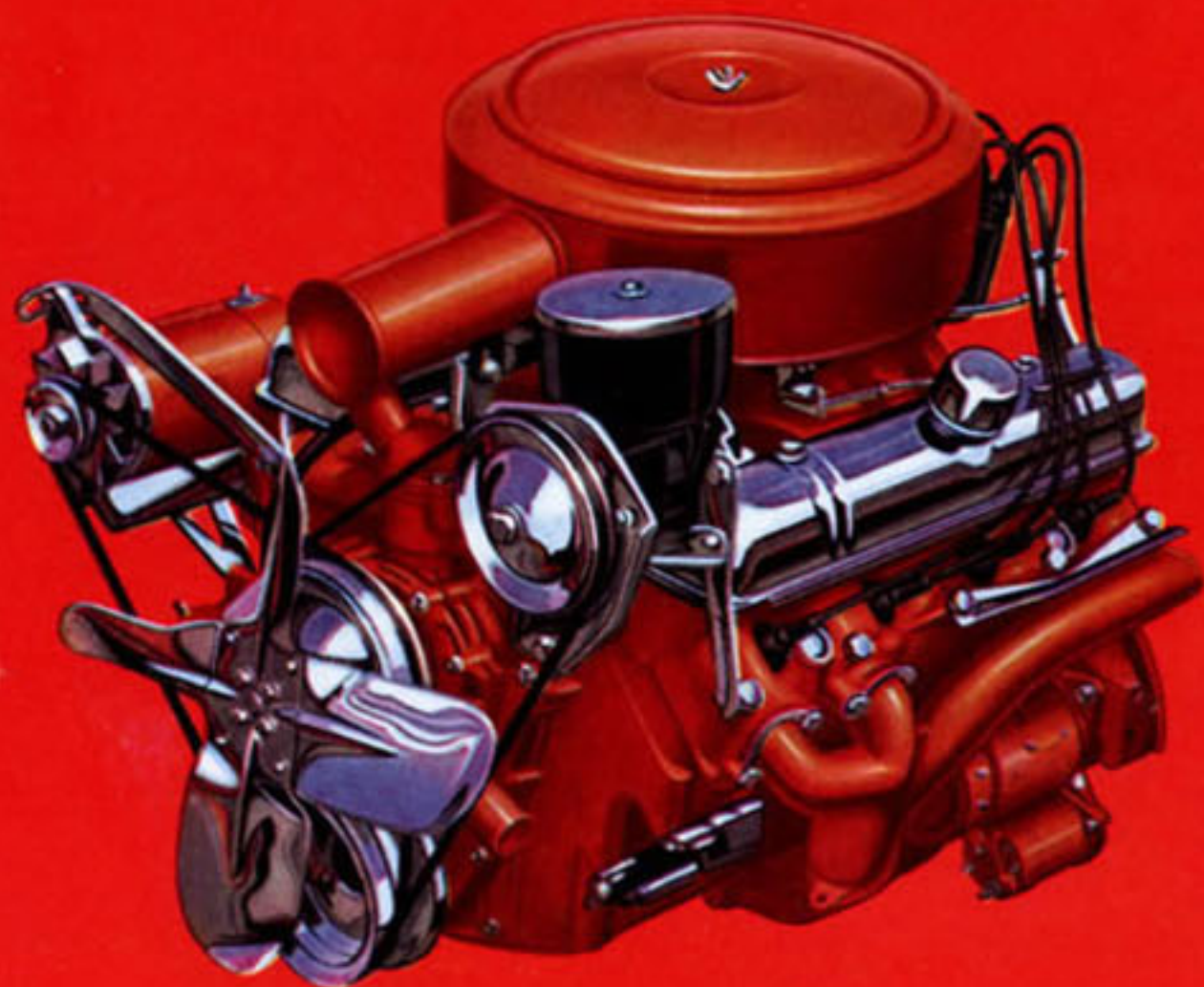
Part of this new advance in silken performance is due to the new ruggedness and precision balance of the 1957 Variable Pitch Dynaflo's new design. More of it comes from the new thrust and power of Buick's brand-new V8 engine.

What it all adds up to for you is the smoothest and most

obedient performance of any automatic transmission on the road, bar none.

So this, you will find, is a unique experience in 1957 car travel.

And you should try it soon. The new Variable Pitch Dynaflo is standard on ROADMASTER, SUPER and CENTURY, available at modest extra cost on the SPECIAL.



... and with an entirely new
V8 engine
to spark this performance

It's an actual fact that the 1957 Buick V8 is new from the crankshaft up.

To reduce its over-all dimensions to conform with Buick's low-sweep styling—yet increase Buick's power, compression and reserves—Buick engineers redesigned this V8's cylinder block, valves, valve ports, pistons, connecting rods, piston pins, and main bearings. Even the crankshaft was redesigned for greater strength.

So here you have 364 cubic inches of brand-new dynamite in a Buick V8 that's the most rugged, most powerful, smoothest and quietest of all time. 300 horsepower and 10.0 to 1 compression ratio in the ROADMASTER, SUPER and CENTURY. 250 horsepower and 9.5 to 1 in the SPECIAL. Highlighted here in detail are some of the advances found in these 1957 V8's and what they do—

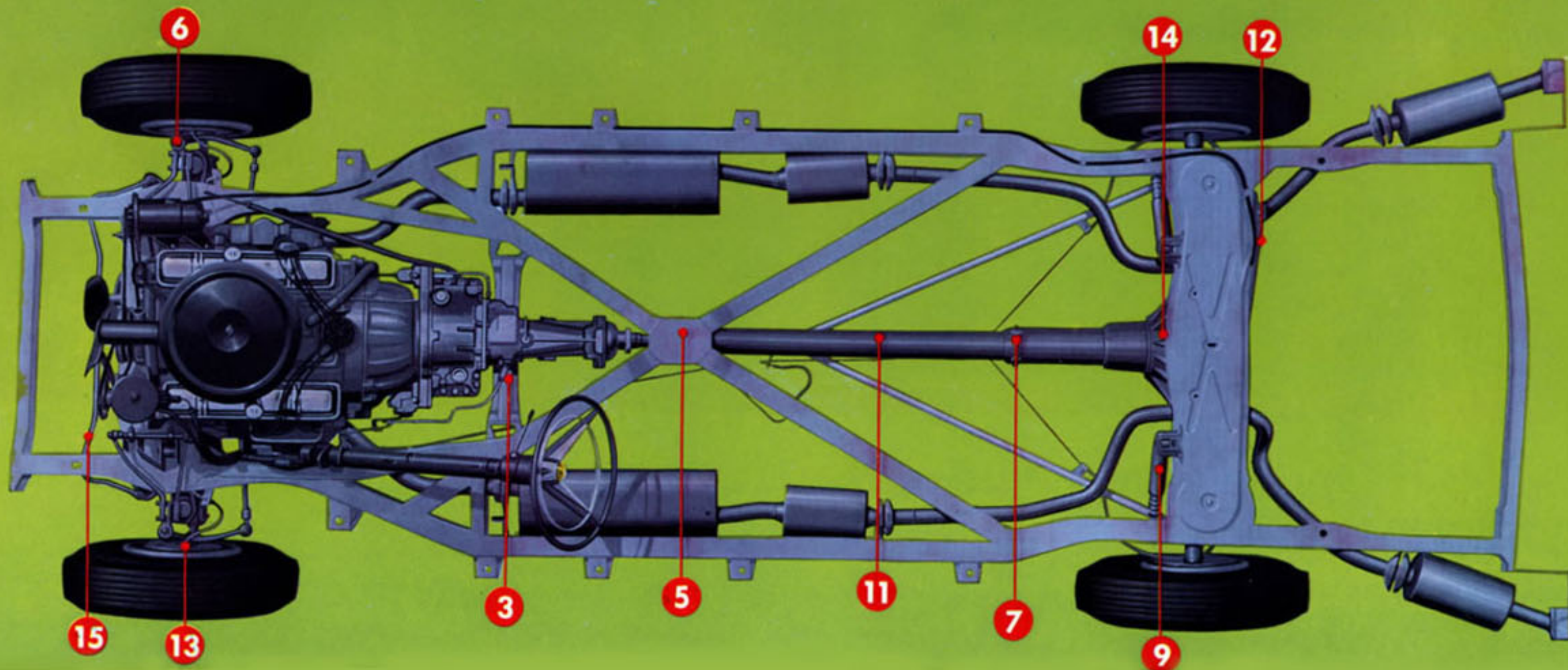
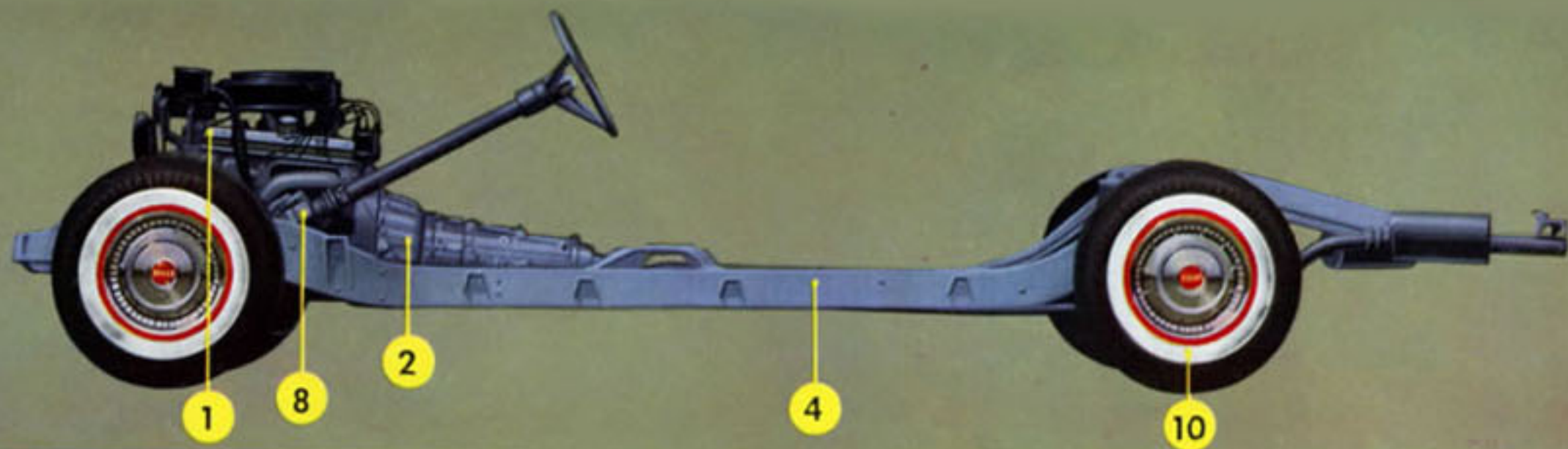
A NEW AND BIGGER DEEP-FLANGE BLOCK—holds pistons, connecting rods, crankshaft and camshaft in rigid, smooth-running alignment for new record-high horsepower, and also provides increased cooling capacity.

A NEW AND BIGGER COMBUSTION CHAMBER centers each fuel charge compactly over the domed Power-Head piston at new record-high compression ratios for livelier, more efficient engine performance.

A NEW AND BIGGER BORE AND STROKE raise piston displacement to 364 cubic inches, providing capacity for record horsepower while retaining low stroke-to-bore ratio.

NEW AND BIGGER DOUBLE-Y EXHAUST MANIFOLDS conserve power for maximum road performance by relieving each cylinder of exhaust gases through widely separated branches, free from back-pressure and overlap.

Two outstanding advances mark the engineering of Buick's 1957 chassis. The first is a new "nested" design, with a drop-center torque tube, which permits a much lower car—yet allows more headroom and legroom inside. The second advance is the new Buick-engineered Ball-Joint Suspension which keeps the car level on quick stops, and at the same time adds new ease to handling.



New concepts in brawn and steel bring a
totally new comfort and sureness to ...

the **1957 BUICK RIDE**

You see here a massive and newly engineered foundation for the newest Buick yet.

But more than this, you see the basic reason for Buick's inches-lower-look, Buick's new roominess inside, Buick's new roadability, firmness and ease of handling.

This 1957 Buick chassis was completely redesigned from stem to stern to give a sports-car look, yet add to its traditional Buick roominess.

It was completely re-engineered to give you the lowest center of gravity ever in a Buick for surer traveling.

It brings you a host of new features to give you more leveled stops, to give you more solid braking, easier steering, swifter handling.

And the following points show you in detail how these advances were accomplished:

1 364-CUBIC-INCH V8 ENGINE—Lower in outside dimensions, with bigger bore and stroke for record-high power and compression.

2 NEW VARIABLE PITCH DYNAFLOW—Instant Dynaflo that brings performance to a new high with absolute smoothness in any speed range from start to cruising.

3 NEW NODAL-POINT TYPE ENGINE MOUNTS—Precision balance engine for almost absolute quiet, for minimum vibration, and for "softer" engine feel.

4 NEW CONTOUR-FRAME CHASSIS—Follows body contour, permitting short-mount body brackets for extra rigidity.

5 NEW I-BEAM CONSTRUCTION AND X-BRACED CENTER—Stronger with far more body rigidity.

6 NEW BUICK BALL-JOINT SUSPENSION—Gives new levelness to sudden stops for greater safety—adds new response to steering and handling.

7 NEW DROP-CENTER DRIVE SHAFT—Permits low center of gravity, takes inches off over-all height, adds inches to headroom and legroom.

8 IMPROVED IN-LINE SAFETY POWER STEERING—Gives new solid feel to power handling with long, trouble-free life.

9 DIRECT-ACTING REAR SHOCK ABSORBERS—Deep-oil-cushioned to snub out road jar before it's transmitted to body.

10 COIL SPRINGS ON ALL FOUR WHEELS—Give uniform levelness both front and rear on any road surface.

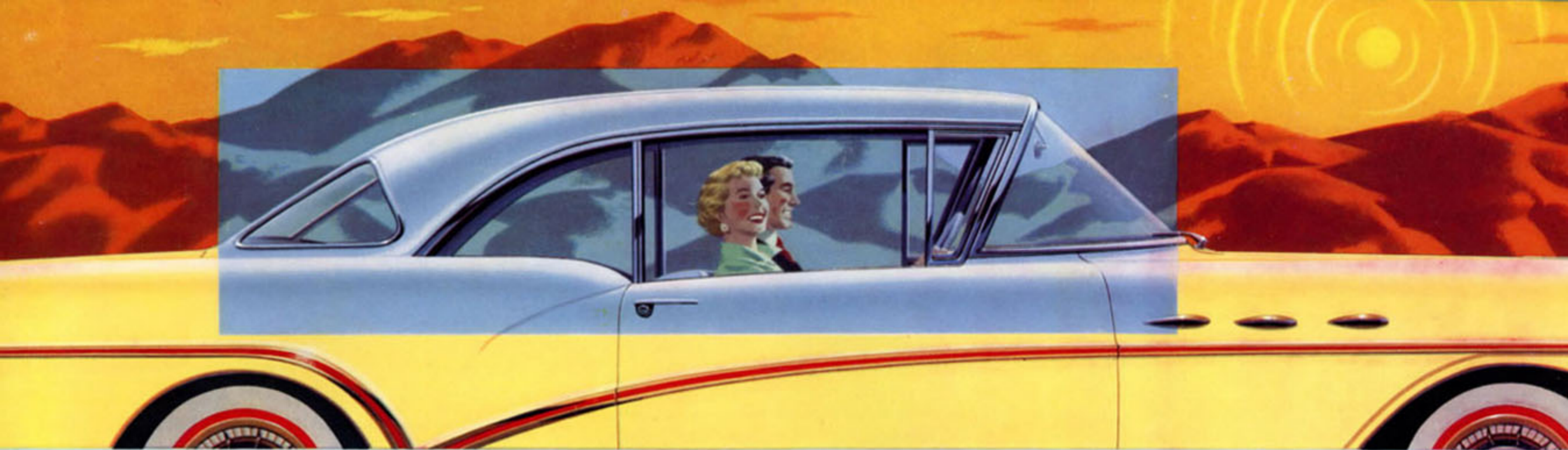
11 FAMOUS BUICK TORQUE TUBE DRIVE—Gives smoother riding, transmits power directly to rear wheels—not through springs.

12 BUICK RADIUS ROD DESIGN—Reduces lateral movement of road jolts, holds the road better under all conditions.

13 NEW IMPROVED BRAKES—Built to take the high heat of quick stops, PLUS NEW COUNTERBALANCED BRAKE PEDAL—fully suspended, even more efficient for smoothest, fastest stopping yet.

14 NEW HEAVIER, BRAWNIER REAR AXLE WITH LOWER GEAR RATIO—Gives better high-speed performance with new quietness and smoothness, longer life.

15 LARGER FRONT STABILIZER—Reduces "roll" on turns.



New cooling comfort is yours to command with
Buick's **AIRCONDITIONER** for 1957

With the 1957 Buick Airconditioner System, you can make your Buick's interior movie-theater cool in a matter of minutes—even when the sun is blazing down at 100°-plus temperatures.

Located out of the way under the hood, this compact air-conditioning system has enough capacity to cool the average 5-room house.

You regulate the incoming cool air with just two simple controls—a temperature control for the degree of coolness—and a two-speed fan control for forced circulation.

Once you've made your adjustment, cool air, in just a matter of seconds, begins to pour in through three wide-mouthed outlets located on the instrument panel. And no matter whether you're

crawling in sweltering city traffic—or out on a broad stretch of sizzling highway—air is completely changed every few minutes—dehumidified, and filtered to make it as free of dust and pollen as possible.

Another thing you'll enjoy with this modern air-cooling system is the golden quiet of driving with your windows closed against the

noise of the wind and the traffic outside.

When you consider the many weeks in a year that you can use your Buick Airconditioner—and the clean, cool comfort it gives you—you'll agree the nominal price is well worth the many advantages you get. And dollar-for-dollar, you can't match its quality and capacity in any other car air-conditioning system today.

Buick brings you new **COMFORT AND SAFETY** with these power assists and factory-installed accessories



NEW SAFETY POWER STEERING—Buick-engineered to give you a comforting feel of the road at all times—ready to step in with 1000 pounds of hydraulic pressure when you need it. Standard on ROADMASTER and SUPER models, modest extra cost on CENTURY and Dynaflo-equipped SPECIAL models.

BUICK-BUILT ELECTRIC WINDOW LIFTS—Raise and lower all windows from driver's control panel or by individual control on each window. Standard on all ROADMASTER models, and on SUPER and CENTURY Convertibles. Available in all other 1957 Buicks except the SPECIAL 2-Door Sedan, Model 48.

BUICK ELECTRIC RADIO ANTENNA—Controlled by lever under instrument panel on driver's side—raises and lowers antenna while driving, or while stopped, with just a touch of the control.

BUICK SIX-WAY POWER SEAT—A touch of control button quickly moves you up and down—back and forth

—and angles your seat towards or away from the steering wheel. Available in all 1957 Buicks except the SPECIAL 2-Door Sedan, Model 48.

BUICK SONOMATIC RADIO—Low-priced, but famous for its full rich tone and strong reception. Push-button and dial-operated. Both Buick Sonomatic Radio and the new Wonder Bar Radio are available on all Series.

BUICK EASY-EYE GLASS—Cuts down sun heat and glare through windshield and all windows. Available all Series.



BUICK SAFETY GROUP ACCESSORIES—Includes Back-up Lights, Safety Instrument Panel Cover for lower section of dashboard, Safety-Minder—a signal you set to remind you when you're exceeding the speed limit. Parking Brake Warning Light—a reminder brake is on. Glareproof inside rearview mirror.

All items standard on ROADMASTER, optional on other Series.

BUICK WONDER BAR RADIO—A custom-quality radio with the finest in precision dialing control. It may be operated by push button, auto push bar, and automatic foot switch. Its electronic "brain" picks up all available wave lengths unless set for strong signals only.

BUICK WINDSHIELD WASHER AND WIDE-ANGLE WIPER—Washer plays two strong jets of water on windshield while wide-angle wiper clears away film, dirt or insects. Turns on with a push of a button. Shuts off automatically. Standard on ROADMASTER, optional on other Series.



NEW POWER BRAKES—Fully suspended, located for quick, easy reach. Give you safe positive stops with

power on or off. A wonderful help for women drivers—as much of a "must" as Dynaflo. Available at extra cost in all Dynaflo-equipped Buicks.



NEW BUICK PERIMETER HEATER AND DEFROSTER—Developed by Buick engineers to give one of the fastest warm-ups of any car on the road. Incoming warm air is continuously changed. Three outlets waft air gently through entire interior. Available at extra cost in all Buicks.

BUICK SERIES 40 ACCESSORY GROUP "M"—Equips your SPECIAL with handsome electric clock, Buick full-wheel covers, automatic trunk compartment light and rear license plate frame.

BUICK DUAL EXHAUST POWER SYSTEM—Gives your Buick even better gas economy—delivers 18 more horsepower to rear wheels. Standard on ROADMASTER, available on all other Series.

1957 BUICK SPECIFICATIONS

and standard equipment in each series

ROADMASTER

SERIES 70

STANDARD EQUIPMENT: Variable Pitch Dynaflo; Dual Exhausts; 4-Barrel Airpower Carburetor; Safety Power Steering; Automatic Windshield Washer; Wide-Angle Windshield Wiper; Back-up Lights; Glareproof rearview mirror; Safety-Minder; Parking Brake Warning Light; Electric Clock; DeLuxe Wheel Covers; Double-Depth Foam Rubber Seat Cushions; Foam-Rubber-Backed Carpeting; Safety Instrument Panel Cover; Direction Signals; Sliding Sunshades; Cigarette Lighter; Automatic Glove Compartment Light; Dual horns; Oil Filter—Full-Flow Design; Oil-Bath Air Cleaner and Silencer; StepOn self-locking parking brake; Gas Filler Door in center of rear bumper; Anti-rust fuel line system; Heavy insulation against heat and sound; Horizontal Redliner Speedometer; Trip Mileage Indicator; Sealed Beam Headlights. In Convertible and Rivas, electrically operated windows plus powered horizontal seat adjustment and outside rearview mirror.

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-Barrel Airpower Carburetor. Double "Y" exhaust manifolds and dual exhaust mufflers. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter.

VARIABLE PITCH DYNAFLOW DRIVE—Standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—127½ inches on all models. Front tread, 59.5 inches. Rear tread, 61.0 inches. Over-all car length, 215.3 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel-filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control. Pressure relief valve in filler cap. Water capacity, 16.5 quarts; 18 quarts with heater.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Buick Safety Power Steering standard with In-line gear. Over-all ratio 19.7 to 1.

FRAME—Channel Side Bars with "I" Beam X-Member.

SHOCK ABSORBERS—Double Acting Direct Type, front and rear.

BRAKES—Four-wheel hydraulic. Cast brake drums, 12-inch diameter front and rear. StepOn Parking Brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—12-volt Delco-Remy. Solenoid starter. Battery mounted under hood. Sealed beam head lamps.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels, 15 x 6. Tire size, 8.00-15, 4-ply.

SUPER

SERIES 50

STANDARD EQUIPMENT: Variable Pitch Dynaflo; Safety Power Steering; 4-Barrel Airpower Carburetor; Foam Rubber Seat Cushions; Automatic Trunk Light; Electric Clock; Safety instrument panel cover; Direction Signals; Sliding Sunshades; Cigarette Lighter; Automatic Glove Compartment Light; Dual Horns; Oil Filter—Full-Flow Design; Oil-Bath Air Cleaner and Silencer; StepOn self-locking parking brake; Gas Filler Door in center of rear bumper; Anti-rust fuel line system; Heavy insulation against heat and sound; Horizontal Redliner Speedometer; Trip Mileage Indicator; Sealed Beam Headlights. In Convertible, electrically operated windows plus powered horizontal seat adjustment and outside rearview mirror.

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-Barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

VARIABLE PITCH DYNAFLOW DRIVE—Standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—127½ inches on all models. Front tread, 59.5 inches. Rear tread, 61.0 inches. Over-all car length 215.3 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty

oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control. Pressure relief valve in filler cap. Water capacity, 16.5 quarts; 18 quarts with heater.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear-sway control by radius rod.

STEERING—Buick Safety Power Steering standard with In-line gear. Over-all ratio 19.7 to 1.

FRAME—Channel Side Bars with "I" Beam X-Member.

SHOCK ABSORBERS—Double Acting Direct Type, front and rear.

BRAKES—Four-wheel hydraulic. Cast brake drums—12 inch diameter, front and rear. StepOn Parking Brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—12-volt Delco-Remy. Solenoid starter. Battery mounted under hood. Sealed beam head lamps.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels, 15 x 6. Tire size 7.60 x 15, 4-ply.

CENTURY

SERIES 60

STANDARD EQUIPMENT: Variable Pitch Dynaflo; 4-Barrel Airpower Carburetor; Foam Rubber Seat Cushions; Automatic Trunk Light; Electric Clock; Rear License Plate Frame; Direction Signals; Safety instrument panel cover; Sliding Sunshades; Cigarette Lighter; Automatic Glove Compartment Light; Dual Horns; Oil Filter—Full-Flow Design; Oil-Bath Air Cleaner and Silencer; StepOn self-locking parking brake; Gas Filler Door in center of rear bumper; Anti-rust fuel line system; Heavy insulation against heat and sound; Horizontal Redliner Speedometer; Trip Mileage Indicator; Sealed Beam Headlights. In Convertible, electrically operated windows and horizontal front seat adjustment, plus outside rearview mirror.

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-Barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

VARIABLE PITCH DYNAFLOW DRIVE—Standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—122 inches on all models. Front tread, 59.5 inches. Rear tread, 59 inches. Over-all car length 208.4 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty

oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control. Pressure relief valve in filler cap. Water capacity, 16.5 quarts; 18 quarts with heater.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear-sway control by radius rod.

STEERING—Ball Bearing Worm and Nut; 28.8 to 1 overall ratio. Buick Safety Power Steering available at extra cost.

FRAME—Channel Side Bars with "I" Beam X-Member.

SHOCK ABSORBERS—Double Acting Direct Type, front and rear.

BRAKES—Four-wheel hydraulic. Cast brake drums, 12-inch diameter, front and rear. StepOn Parking Brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—12-volt Delco-Remy. Solenoid starter. Battery mounted under hood. Sealed beam head lamps.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels, 15 x 6. Tire size 7.60 x 15, 4-ply.

SPECIAL

SERIES 40

STANDARD EQUIPMENT: Direction Signals; Sliding Sunshades; Cigarette lighter; Automatic Glove Compartment Light, Outside rearview mirror on Convertible; Dual Horns; Oil Filter—Full-Flow Design; Oil-Bath Air Cleaner and Silencer; StepOn self-locking parking brake; Gas Filler Door in center of rear bumper; Anti-rust fuel line system; Heavy insulation against heat and sound; Horizontal Redliner Speedometer; Trip Mileage Indicator; Sealed Beam Headlights.

BUICK VALVE-IN-HEAD V8 ENGINE—250 horsepower, compression ratio 9.5 to 1 with Dynaflo. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. Double "Y" exhaust manifold. Maximum torque, 380 ft.-lbs. at 2400 rpm (with Dynaflo). Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-Flow Oil Filter. Dual exhausts, optional at extra cost.

VARIABLE PITCH DYNAFLOW DRIVE—Optional at extra cost. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—122 inches on all models. Front tread, 59.5 inches. Rear tread, 59 inches. Over-all car length, 208.4 inches.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Built-in Carburetor De-icer. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-

rust fuel line. Automatic intake manifold heat control.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control. Pressure relief valve in filler cap. Water capacity 16.5 quarts; 18 quarts with heater.

CLUTCH AND TRANSMISSION—Coil springs, single dry-plate clutch. Facing area, 113 square inches. All-silent Synchro-Mesh Transmission, helical gears.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Dynaflo gear ratio, 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Ball Bearing Worm and Nut; 28.8 to 1 overall ratio. Buick Safety Power Steering available at extra cost.

FRAME—Channel Side Bars with "I" Beam X-Member.

SHOCK ABSORBERS—Double Acting Direct Type, front and rear.

BRAKES—Four-wheel hydraulic. Cast brake drums, 12-inch diameter, front and rear. StepOn Parking Brake. Power Brakes optional at extra cost on Dynaflo-equipped models.

ELECTRICAL SYSTEM—12-volt Delco-Remy. Solenoid starter. Battery mounted under hood. Sealed beam head lamps.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels, 15 x 5.50. Standard tire size, 7.10 x 15, 4-ply. Optional tire size, 7.60 x 15, 4-ply.

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SPECIAL



CENTURY



SUPER



ROADMASTER

Buick Instrument Panels in All Series are Available in Color Combinations to Match Interior Trims.



ROADMASTER



CENTURY



CABALLERO



SUPER



SPECIAL

When better automobiles are built Buick will build them