

BUICK '65



27 GREAT REASONS FOR GOING BUICK IN '65

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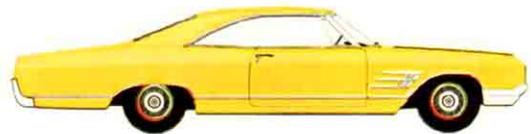
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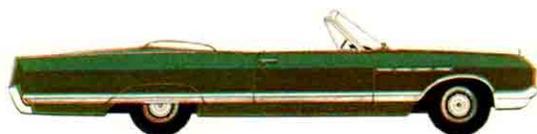


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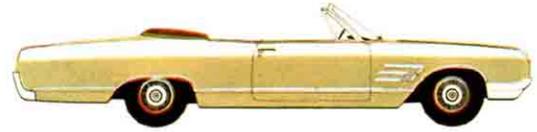


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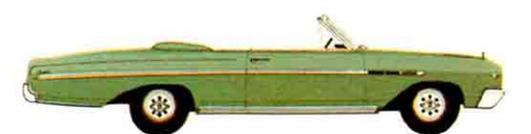
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6 4-DOOR WAGONS



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2 THIN-PILLAR COUPES

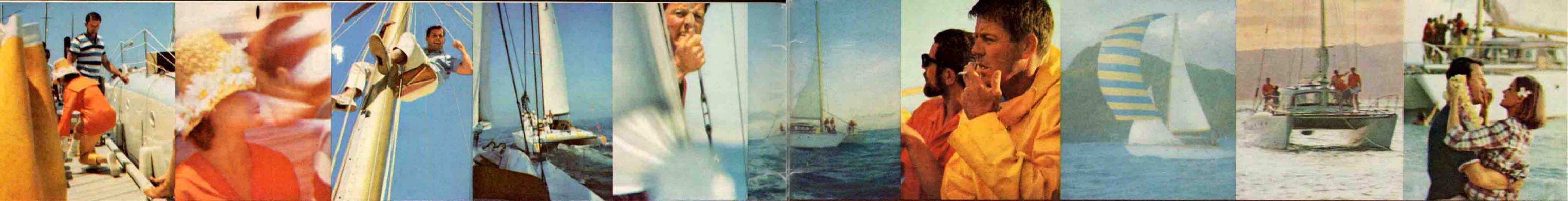


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Nothing quite so exciting as watching the big "cats" put out to sea in this tremendous test of endurance and seamanship. They travel a 2,225 nautical mile route from San Pedro to Honolulu, competing for the Rich Muirland Perpetual Trophy. Crews average eight to ten stalwart sailors who work practically every minute. The catamarans are striving to break their own record of nine and one-half days for the crossing and with good winds they may succeed. Sponsored by the Outrigger Canoe Club of Waikiki, the race starts on July 4 and finishes between the 14th and 16th. Welcoming festivities in Hawaii start shortly thereafter climaxed by the presentation of the Trophy to the winner. We don't know how the other people got there but we went down to the sea in a Buick. / Lady's fashions: White Stag; (upper right) Elizabeth Stewart.

The Riviera by Buick

SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST. FOR A MORE COMPLETE LISTING OF SUCH EQUIPMENT SEE PAGES 40 AND 41 OF THIS CATALOG.

Think of a car that's loaded with action, classic in line, agile as a cat, and luxurious beyond belief. The car you're thinking about is the Riviera by Buick. Here's a unique blend of blazing performance (325 h.p.) and solid roadability that sets the Riviera apart from all other cars. In other words, it's a car that might be equally at home on the track as on the road. (We prefer you stick to the road, however). The best way to illustrate Riviera performance is with a drive. So, imagine yourself seated behind the wheel. Notice that the Turbine Drive selector is in a console between the bucket seats. Set it for "Drive" and step-on it. Feel her dig in and go. Now round a sharp corner and experience that "glued to the road" feeling. It's uncanny! Notice how Riviera seems to smooth the pavement under you. But why do we go on this way? The real thing is waiting for you at your Buick dealer's. Ask for the keys.



The Riviera by Buick

At the Catamaran Trans-Pacific Race, San Pedro, California



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Ah! The Riviera! In all the world there's nothing like it, inside or out. If just sitting in this car doesn't do something for you, consider yourself over the hill. The interior you're looking at is the custom leather-grained vinyl number with bucket seats front and rear and a smart center console. In (or on) this console you'll find the Super Turbine selector lever, storage compartment and smoking set, so you see it's there for more than decoration. The carpeting sweeps from wall to wall and up the door panels. It's all incredibly rich, but that's the way we planned it.

PRESENTING THE RIVIERA GRAN SPORT

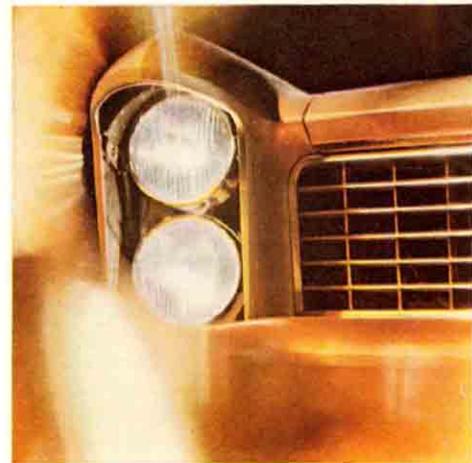
Here's a new optional version of the Riviera for those whose love of performance is insatiable. The option includes such items as the 425 cubic inch, 360 horsepower Super Wildcat engine with twin four-barrel carburetors, dual exhaust system with extra large exhaust pipes for reduced back pressure; high-performance 3.42 to 1 rear axle ratio with positive traction differential; and Gran Sport wheel covers. Not included in the option but also available are a heavy-duty suspension system with firmer springs, shock absorbers, rear track bar bushings and faster steering.



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Something new in Riviera headlights. They're moved from the grille to a position behind the shields in the fenders. How do you open the shields? Simple, just pull the switch, they pop up out of the way. Push it in and the shields go down. Good way to amuse your friends.



RIVIERA REGULAR EQUIPMENT—Super Turbine Transmission; 325 Horsepower Wildcat Engine; Easy Power Steering; Power Brakes; Windshield Washer; 2-Speed Electric Wipers; Back-Up Lights; Glare-Proof Mirror; Parking Brake Signal Light; Safety Buzzer; Map Light; Electric Clock; Tilt Steering Wheel; Automatic Trunk Light; License Plate Frame; Aluminum Front Brake Drums; StepOn Parking Brake; Instrument Panel Safety Pad; Directional Signals; Full 15-inch Wheels; Trip Mileage Indicator; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays and Lighter; Dual Sun Shades; Magic Mirror Finish; Dual Arm Rests—Front and Rear; Door-Operated Rear Passenger Area Courtesy Light; Full Carpeting; Dual Horns; Foam-Padded Bucket Seats—Front and Rear; Crank-Operated Window Vents; Center Console; Self-adjusting Brakes; Double Door Release Handles; Console-Mounted Selector Lever; Dual Exhausts; Delcotron Generator; 6,000 Mile Lubed Front Suspension System; Instrument Panel Lower Safety Pad; Walnut Paneling on Trim and Instrument Panel



A fascinating place to visit for both lovers of the finer things and those who can take them or leave them alone. Parke-Bernet's auctions are particularly famous. A single painting (Rembrandt's "Aristotle Contemplating the Bust of Homer") was knocked down for \$2,300,000. However, there are many items far more within the ordinary budget. They include paintings, silver, furniture, vases—almost everything that someone has treasured for its beauty. You'll find the staff conversant with all the masters—new and old. Just browsing is a lot of fun. Best way to get to Parke-Bernet? By Buick, of course. / Lady's fashions: Anthony Blotta; hat: Adolfo.

The Buick Electra 225 Sport Coupe

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When you've arrived, there's no harm in letting other people know it. Quite frankly, this is the effect the Buick Electra 225 is designed to produce. It's a true luxury car, inside and out. It's big, it's sleek, and it rides like a dream. It has the look of solid success. The interior is pure delight. But over and above what it does for your ego, the Buick Electra 225 is an exceedingly practical investment. For one thing, it costs far less than some other luxury cars with no appreciable difference in value. It includes as regular equipment many items that are extra cost on lesser cars—Super Turbine automatic transmission, power brakes, power steering, even power windows and power seat on some models. And performance is in keeping with the overall impression of elegance. The 325 h.p. Wildcat V8 engine lets you cruise effortlessly at turnpike speeds yet provides plenty of instant response just any time you need it.



At the Parke-Bernet Galleries, New York City

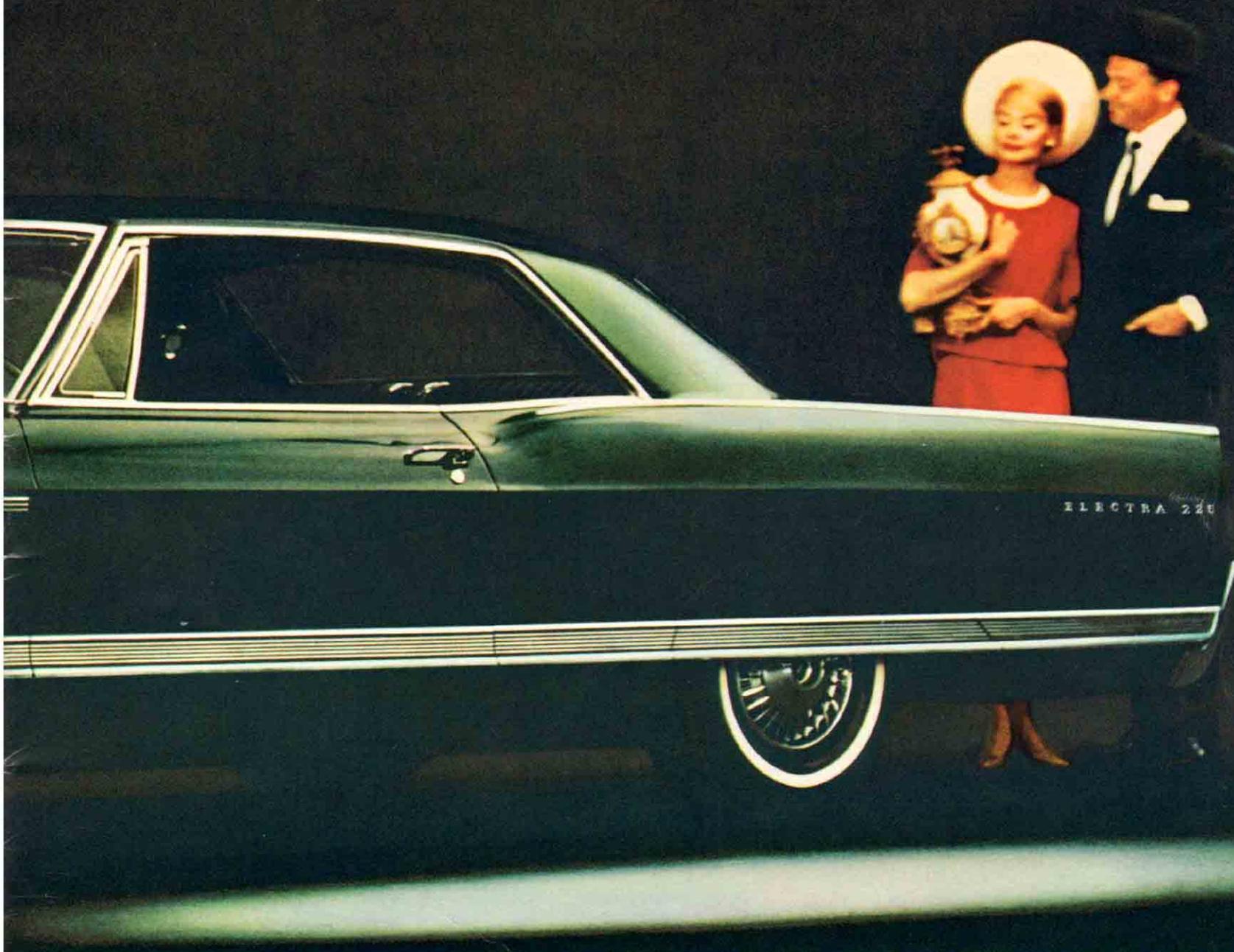
The Buick Electra 225



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Here's a look at the luxury that awaits you in the Electra 225 Custom Sport Coupe, convertible and 4-door hardtop. Clever idea here. See that fold-down center arm rest. In the up position, it's like having a conventional three-passenger front seat. Put it down and you get practically the equivalent of bucket seats. As for the upholstery, it's a vinyl so soft and supple you'll find it hard to distinguish from real leather. The carpeting is wonderfully soft and extends not only wall-to-wall but up on the lower section of the door panels. We assure that once inside one of these Electras, you'll feel pampered.

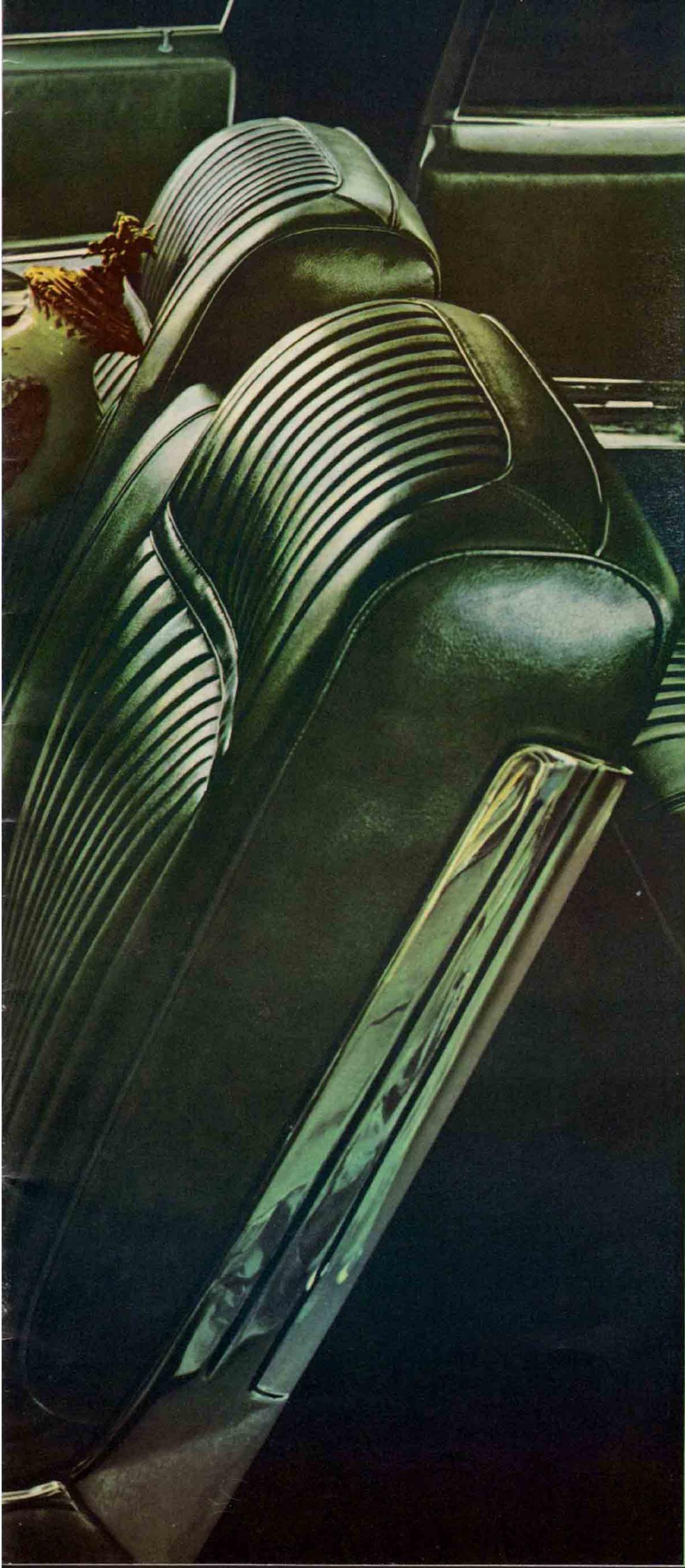
ELECTRA 225 REGULAR EQUIPMENT—325 Horsepower Wildcat 445 Engine; Super Turbine Transmission; Deluxe Steering Wheel; Easy Power Steering; Power Brakes; Dual-Speed Electric Windshield Wipers; Foam Padded Seats—Front and Rear; Electric Clock; License Plate Frame; Windshield Washer; Automatic Trunk Light; Crank-Operated Front Window Vents; Step-On Parking Brake; Two-way Power Seat (Convertible Only); Smoking Set; Instrument Panel Safety Pad; Trip Mileage Indicator; Aluminum Front Brake Drums; Map Light; Rear Seat Ash Trays and Lighter; Safety Buzzer; Dual Sun Shades; Magic Mirror Finish; Door-Operated Courtesy Lights; Dual Arm Rests—Front and Rear; Glove Compartment Light; Wheel Covers; Dual Horns; Full 15-inch Wheels; Directional Signals; Full Carpeting; 6000 Mile Lubed Front Suspension System; Delcotron Generator; Glare Proof Mirror; Self-adjusting Brakes; Power Windows (Convertible Only); Back-Up Lights; Parking Brake Signal Light; Center Console (with Bucket Seats) and Outside Rear View Mirror on Convertible only



THE NEW
FURNITURE

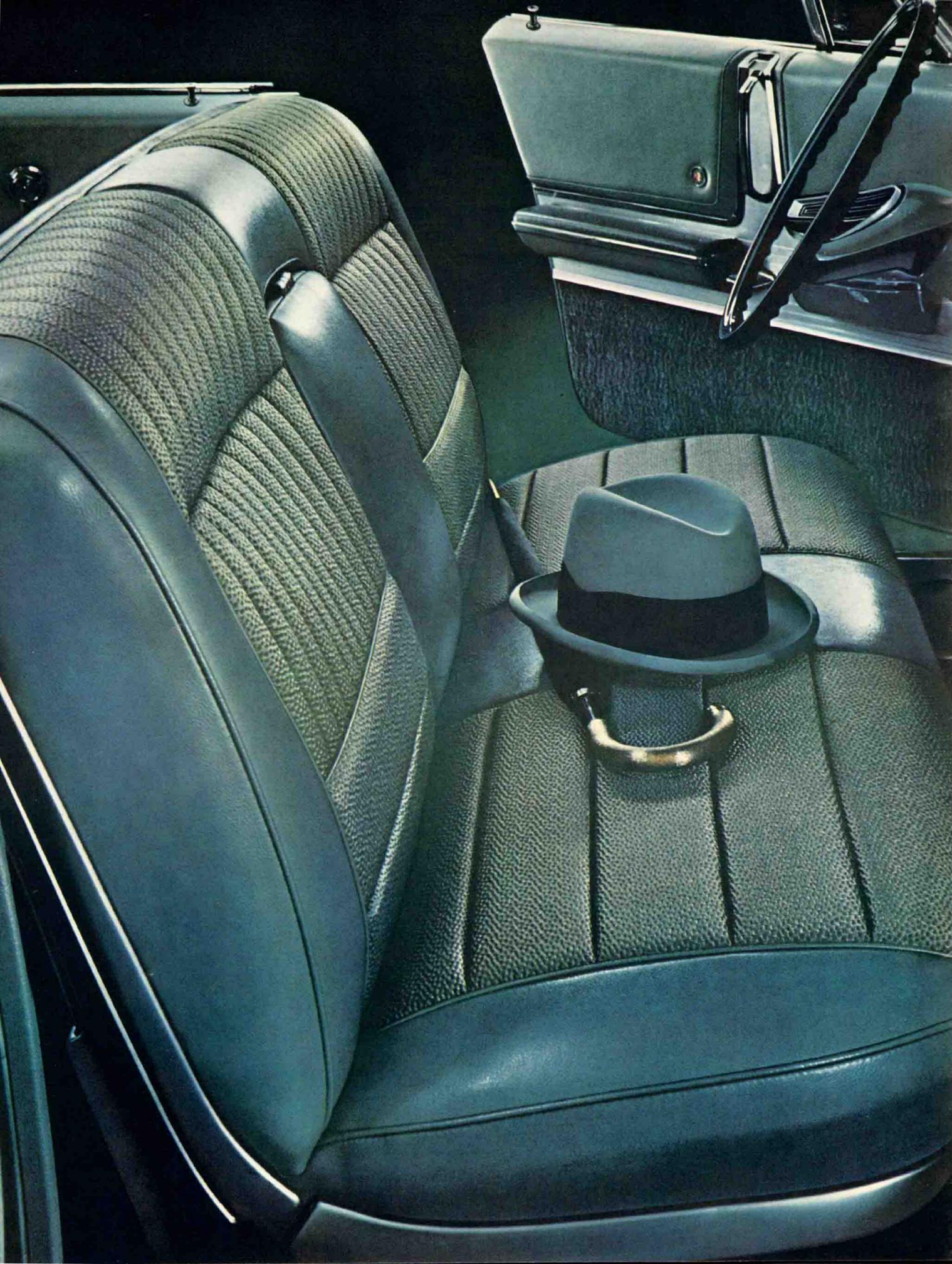


1234 Main Street
New York, N.Y. 10001
Phone: 1-212-555-1234



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The Buick Electra 225 4-door Hardtop



The Buick Electra 225 4-door Sedan



The Buick Electra 225 Convertible

Like a rich fabric upholstery? Try this one on for size. It's Beaucrest cloth in the Electra 225 Sport Coupe, 4-door hardtop and 4-door sedan. It feels wonderful to the touch, it delights the eye and stands up to the hardest wear. The trim is contrasting leather-grained vinyl.

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THE ACCENT'S ON ACTION!

A car doesn't really come alive until you turn the key to start the engine. This is the great moment in owning a Buick. With any one of Buick's six engines and four transmissions you've bought yourself a piece of action that just won't quit. And remember that along with its reputation for performance, Buick has been steadily building a reputation for economy—three winners out of four entries in the last Mobil Economy Run—the result of steady improvement in engine design and dramatic new automatic transmission efficiency.

Here's the line-up:



FIREBALL V6—a 225 cubic inch engine that turns up 155 h.p. Smart performance. Great regular gas economy. Available on Special, Special Deluxe and Skylark. Team it with Super Turbine (optional), regular 3-speed synchromesh or 4-speed synchromesh transmission (optional).



WILDCAT 445—One of the world's great performers. A 401 cubic inch V8 that scores 325 h.p. Four-barrel carburetor. Regular equipment on Wildcat, Electra 225 and Riviera. Available with Super Turbine (standard on Electra 225 and Riviera) the regular 3-speed or 4-speed synchromesh transmissions (optional on Wildcat only).



WILDCAT 310—a 300 cubic inch V8 rated at 210 h.p. A Mobil Economy Run winner with spirited performance. Available on Special, Special Deluxe, Skylark, regular equipment on Le Sabre and Skyroof Sport-wagons. Goes with Super Turbine (optional), regular 3-speed synchromesh and 4-speed synchromesh (optional) transmissions.



WILDCAT 465—Performance and then some! A 425 cubic inch V8 that's rated at 340 h.p. Four-barrel carburetor. Optional on Riviera, Electra 225 and Wildcat. Teamed with Super Turbine (optional on Wildcat, regular equipment on Electra 225 and Riviera) or 4-speed transmission (optional on Wildcat).

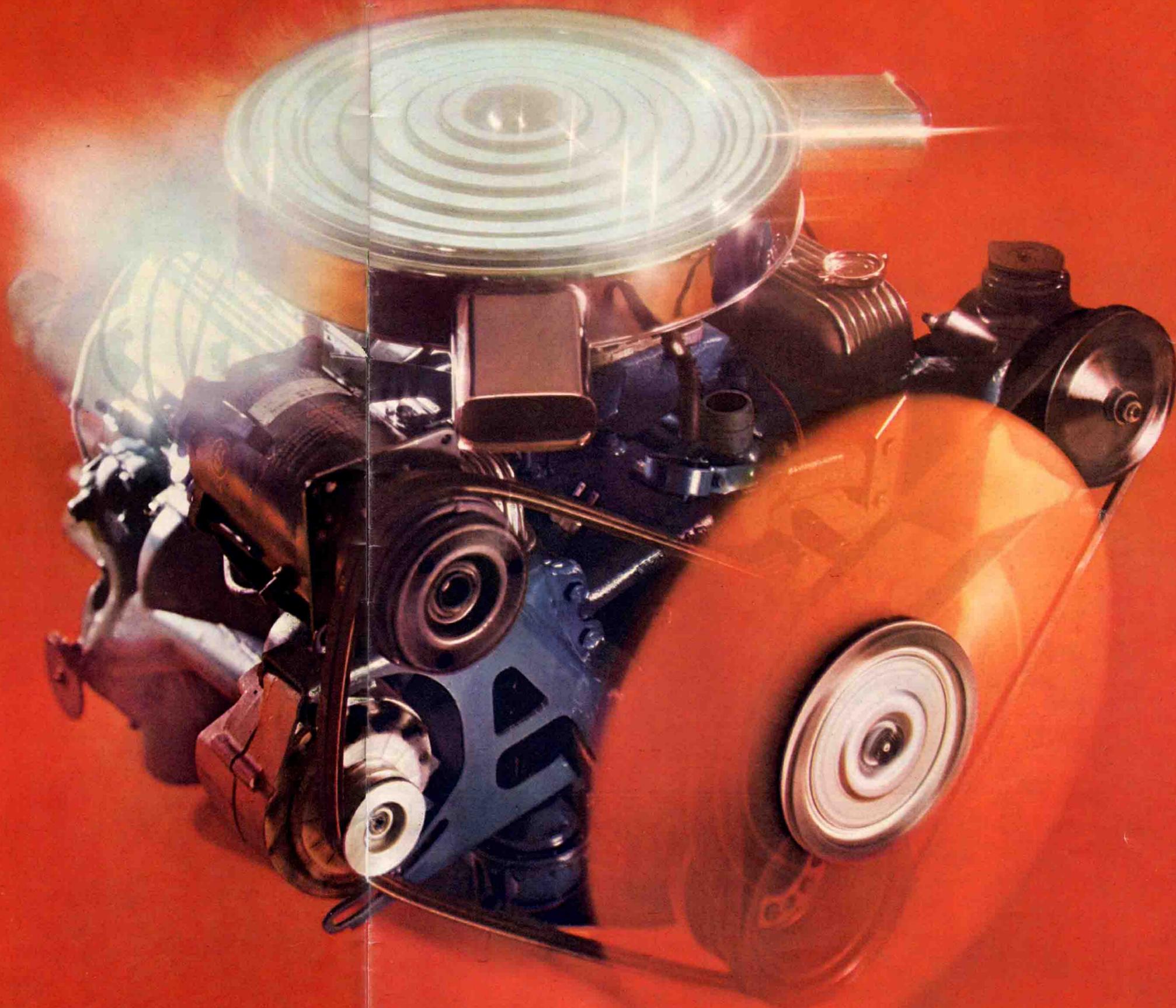


WILDCAT 355—300 cubic inches of get up and go that puts out 250 h.p. This 4-barrel carburetor V8 is available on Special, Special Deluxe, Skylark, Sport-wagons and Le Sabre. Goes with Super Turbine (optional) or with the regular 3-speed synchromesh or 4-speed synchromesh (optional) transmissions (except Le Sabre).



SUPER WILDCAT—Buick's mightiest V8! Twin four-barrel carburetors and a 425 cubic inch displacement give this magnificent engine a full 360 h.p. Optional on Riviera, Electra 225, and Wildcat. Use with Super Turbine (optional on Wildcat, regular equipment on Electra 225 and Riviera) or 4-speed transmission (optional on Wildcat).

SPECIAL NOTE TO BOAT ENTHUSIASTS: Buick engines, V6 and 300 cubic inch and 401 cubic inch V8's, are now being modified for marine use by such engine manufacturers as Gray Marine, Outboard Marine, Universal Motor and Revley and are being currently used by boat makers like Sea-Ray, Matthews, Richardson and Trojan, further evidence of their outstanding durability. Consult your local boat dealer for details.



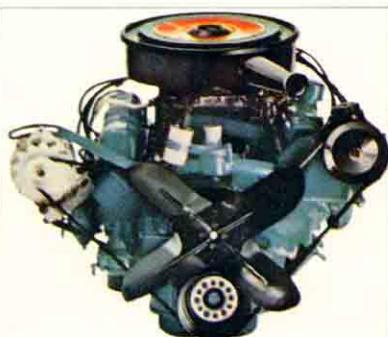
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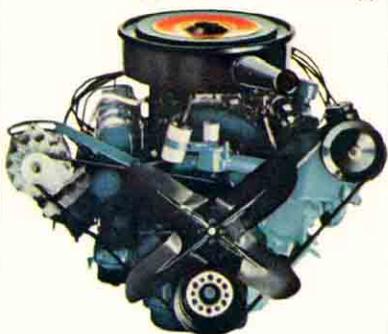
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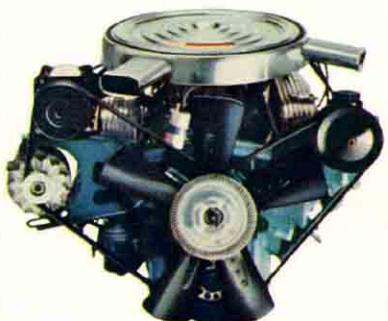
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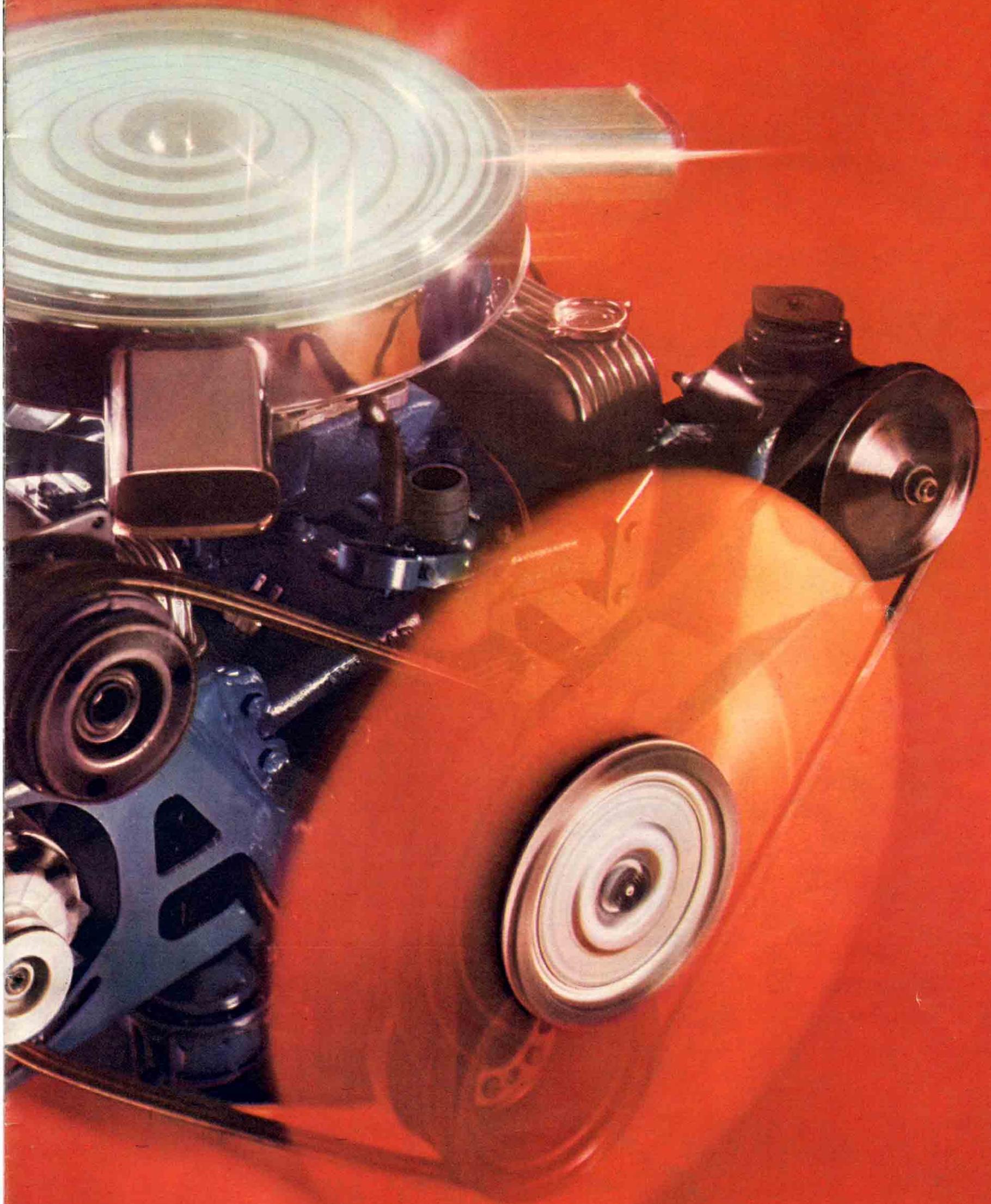
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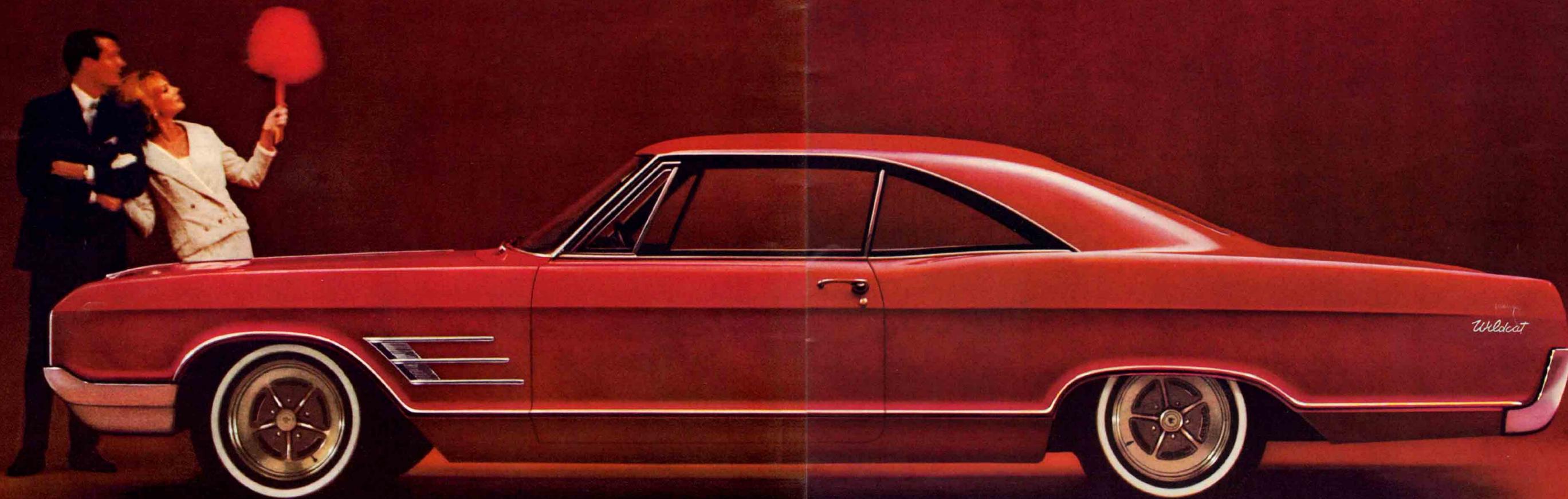


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When the band down on the track strikes up "My Old Kentucky Home" to signal the beginning of still another Kentucky Derby it takes a hard-boiled cynic or a single-minded horse player to keep a dry eye. In this, the greatest of all horse-racing events, the country's leading three-year-olds compete for both money and glory. Meanwhile the city of Louisville takes on a festive air as the race brings thousands of spectators pouring into town. Not only Churchill Downs, where the race is run, but the whole city is in a state of feverish activity with parties, balls and parades—all leading up to Derby day. Our lucky girl had a ticket on Northern Dancer. Hope your horse finished in the money, too./Lady's fashions: Byck's of Louisville and St. Matthews, Kentucky.

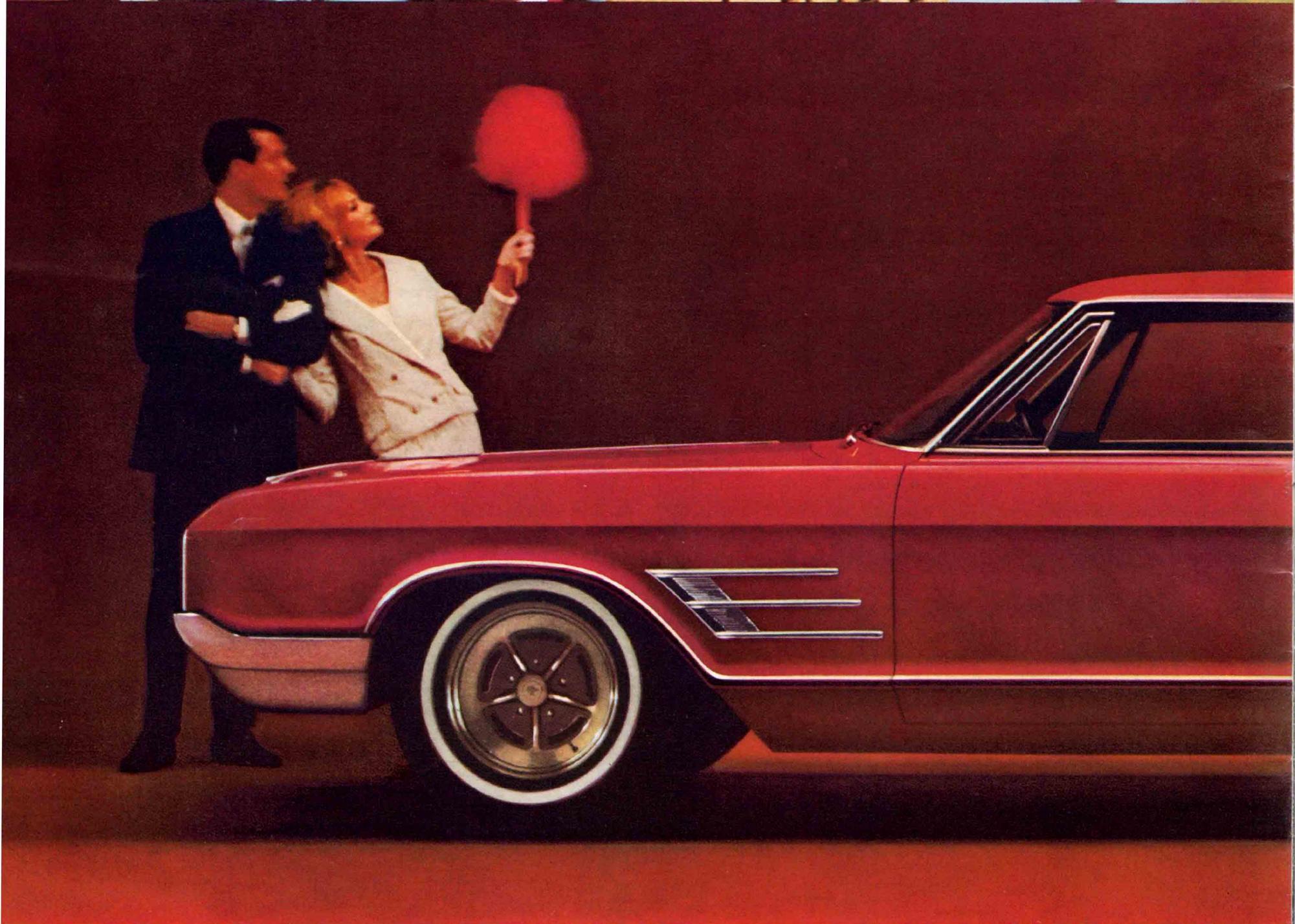
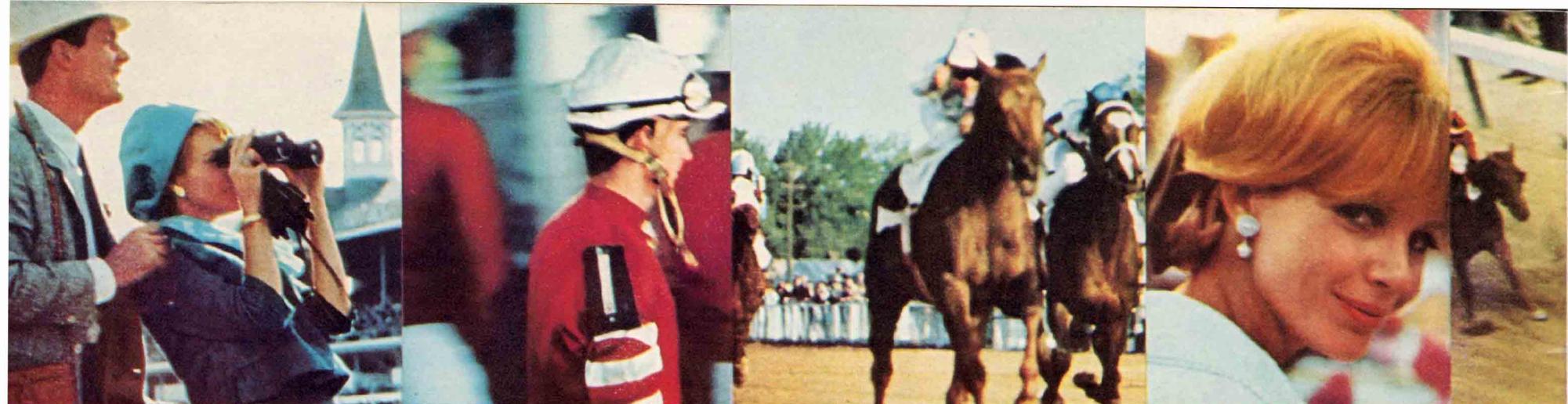
The Buick Wildcat Sport Coupe

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Style and flair won't make a car go any faster, run any smoother or ride any softer, but it certainly does a lot for the man behind the wheel. There's a lot of pardonable satisfaction in owning a car that makes others take a second look. We think the Wildcat for 1965 is this kind of car. It's obvious that we didn't design it to blend into the landscape. It's a standout, and any red-blooded boy or girl ought to love it. But enough said about good looks; what about such items as performance, ride, handling and all-around luxury? Suffice it to say that the Wildcat excels in all departments, particularly in performance. A 401 cubic inch, 325 horsepower V8 is regular equipment, but if you're exceptionally action-minded you can choose options all the way up to 360 h.p. Enjoy the thrills of manual shifting or the smoothness of automatic Super Turbine transmission at slight extra cost. It's a real Wildcat, all right!



At the Kentucky Derby, Louisville, Kentucky The Buick Wildcat

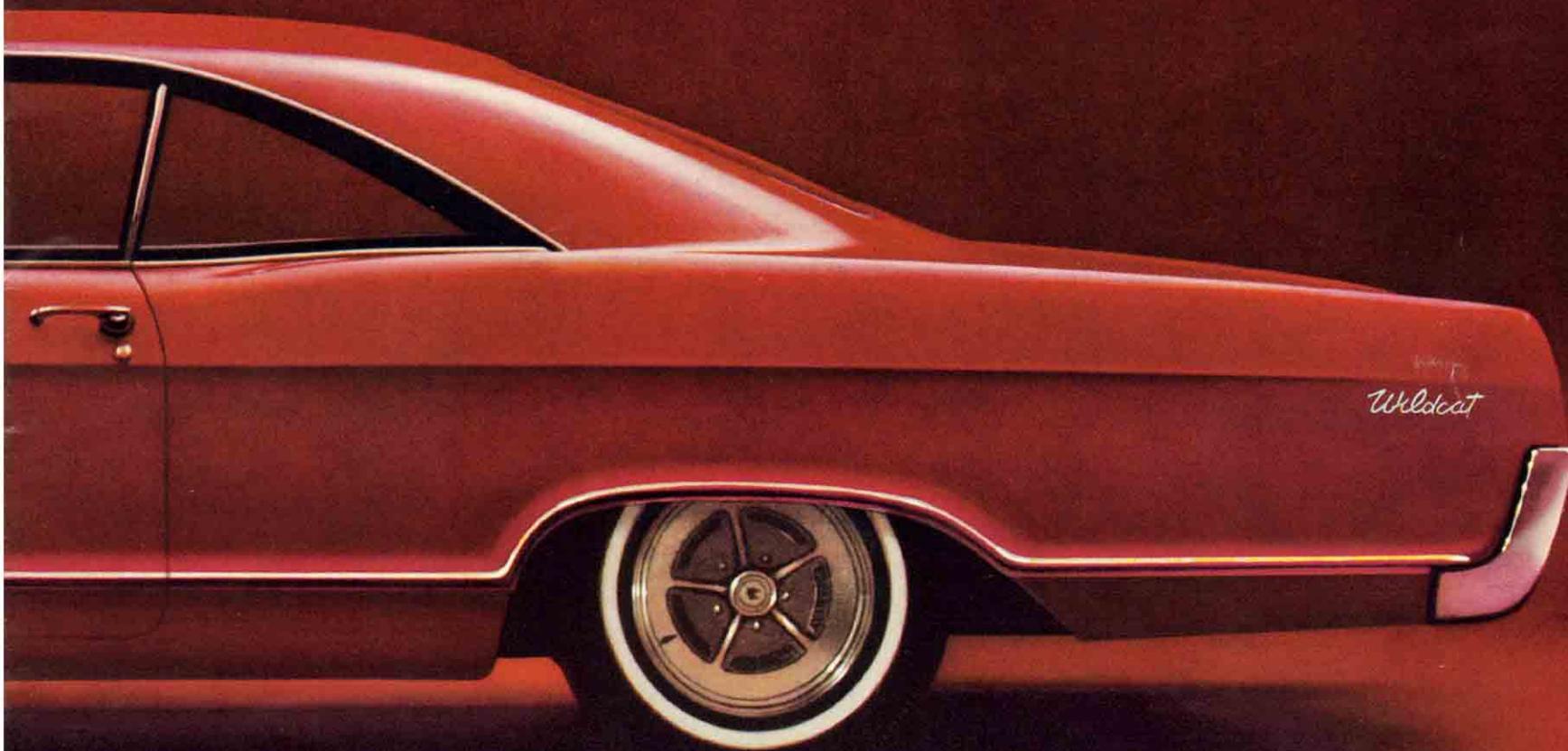


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The Buick Wildcat Sport Coupe

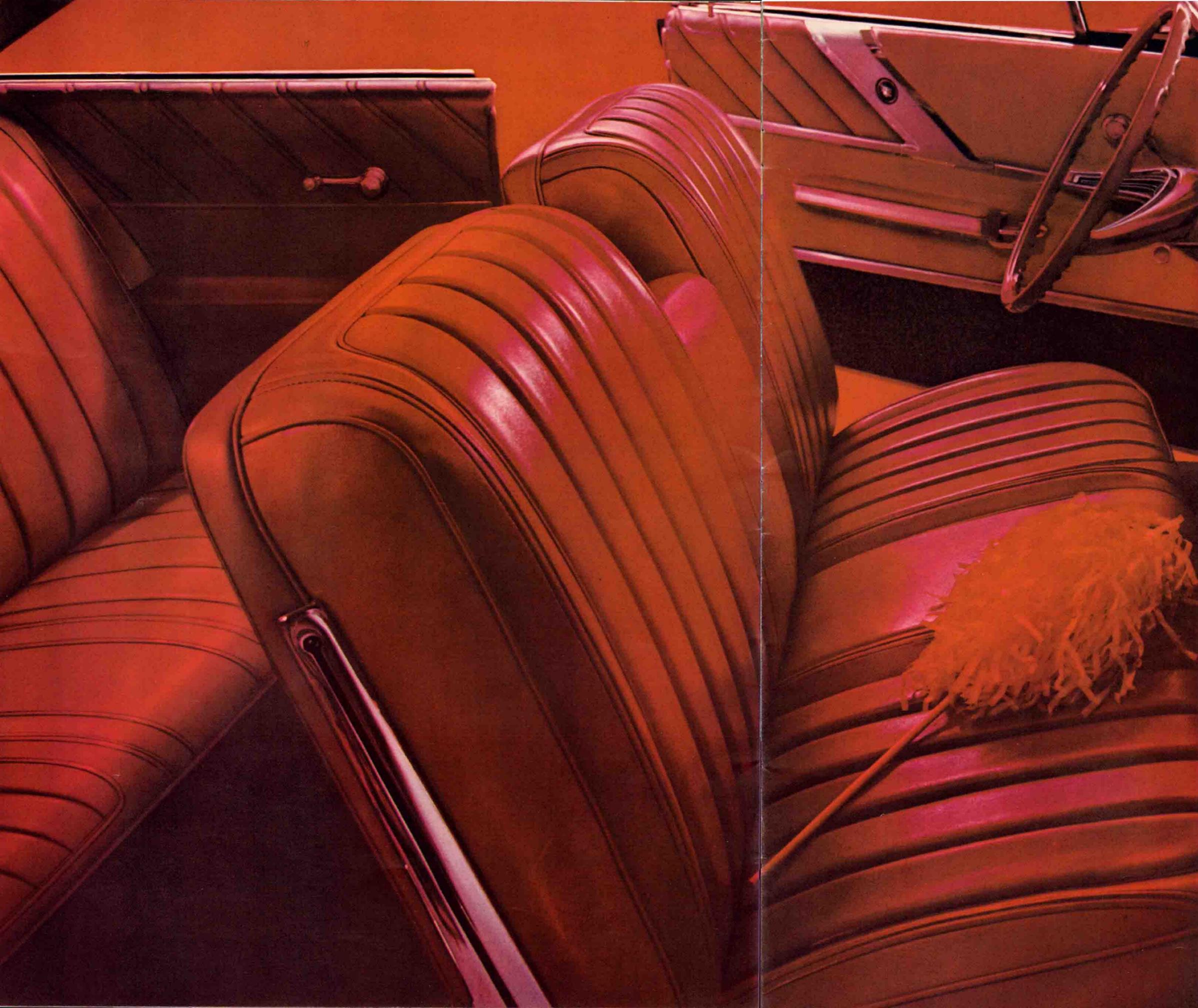


At the Kentucky Derby, Louisville, Kentucky The Buick Wildcat



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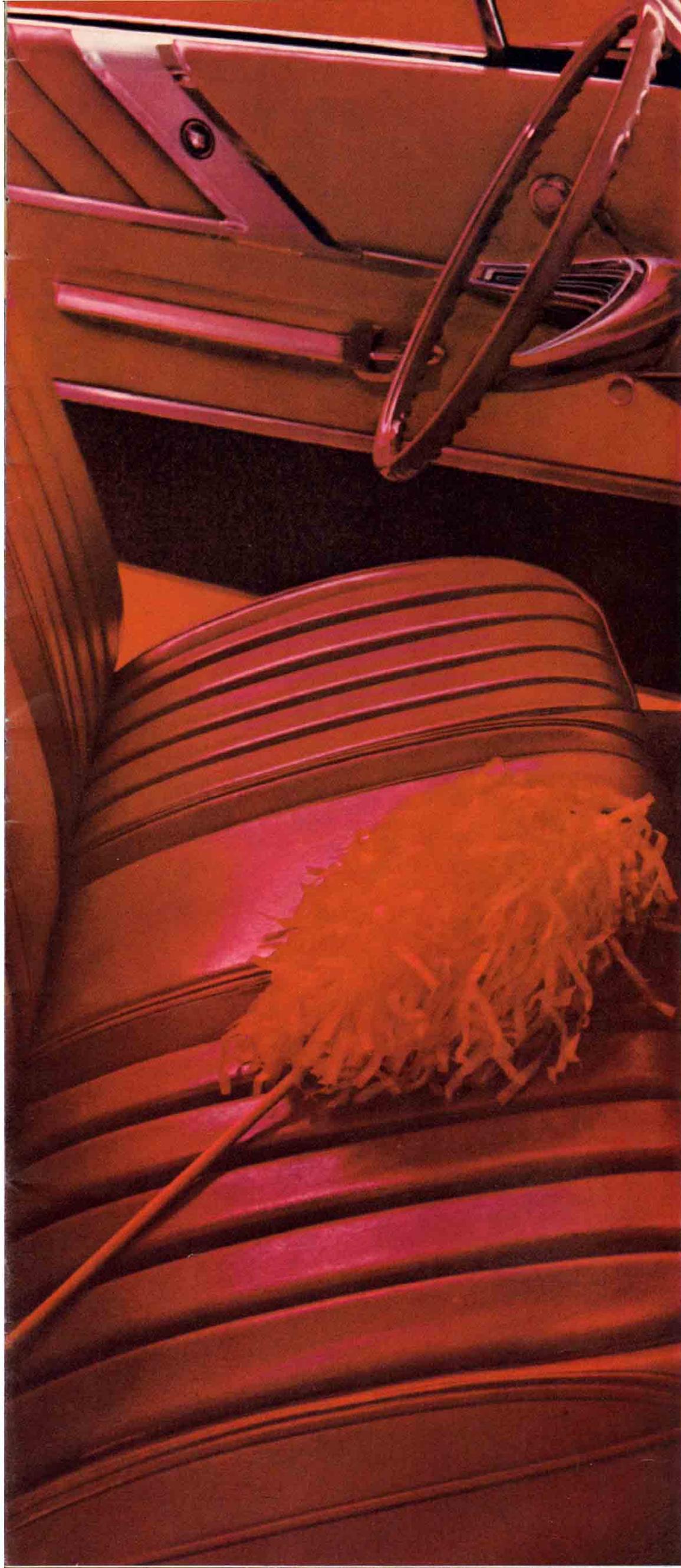
Style and flair won't make a car go any faster, run any smoother or ride any softer, but it certainly does a lot for the man behind the wheel. There's a lot of pardonable satisfaction in owning a car that makes others take a second look. We think the Wildcat for 1965 is this kind of car. It's obvious that we didn't design it to blend into the landscape. It's a standout, and any red-blooded boy or girl ought to love it. But enough said about good looks; what about such items as performance, ride, handling and all-around luxury? Suffice it to say that the Wildcat excels in all departments, particularly in performance. A 401 cubic inch, 325 horsepower V8 is regular equipment, but if you're exceptionally action-minded you can choose options all the way up to 360 h.p. Enjoy the thrills of manual shifting or the smoothness of automatic Super Turbine transmission at slight extra cost. It's a real Wildcat, all right!



What goes on inside the Buick Wildcat? Well, here are the surroundings, so use your imagination. This is the regular interior on the Custom 4-door hardtop and it's optional at extra cost on the Custom Sport Coupe and Convertible. The center arm rest folds down to give you bucket seat sportiness or up to three-passenger comfort. The vinyl upholstery is uncommonly soft, and smooth. The door panel carries out the high-spirited decor. It's hard to match the exterior sportiness of the Wildcat, but we think our boys have done handsomely.

WILDCAT REGULAR EQUIPMENT—3-Speed Synchromesh Transmission; 325 Horsepower Wildcat 445 Engine; Aluminum Front Brake Drums; Electric Windshield Wipers; Step-On Parking Brake; Upper Instrument Panel Safety Pad; Directional Signals; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic Mirror Finish; Dual Arm Rests—Front and Rear; Carpeting; Wheel Covers; Dual Horns; Full 15-inch Wheels; Crank-Operated Front Window Vents; 6,000 Mile Lubed Front Suspension; Delcotron Generator; Self-adjusting Brakes; Front-door-operated Courtesy Light; Dual Sun Shades; Map Light





What goes on inside the Buick Wildcat? Well, here are the surroundings, so use your imagination. This is the regular interior on the Custom 4-door hardtop and it's optional at extra cost on the Custom Sport Coupe and Convertible. The center arm rest folds down to give you bucket seat sportiness or up to three-passenger comfort. The vinyl upholstery is uncommonly soft, and smooth. The door panel carries out the high-spirited decor. It's hard to match the exterior sportiness of the Wildcat, but we think our boys have done handsomely.

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The Buick Wildcat Convertible



The Buick Wildcat 4-door Sedan



The Buick Wildcat 4-door Hardtop

How's this for class? It's the interior of either the Wildcat Custom Sport Coupe or Custom Convertible (optional at extra cost). Bucket seats . . . center console . . . carpeting . . . the works! By the way, if you like to track the performance of the great Wildcat engine, you can have an optional tachometer. Puts a little more zing in your driving. Also on and in the console are Super Turbine selector, storage space and smoking set. No wonder the Wildcat's wild.

SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST. FOR A MORE COMPLETE LISTING OF SUCH EQUIPMENT SEE PAGES 43 AND 41 OF THIS CATALOG.





The Buick Wildcat Convertible



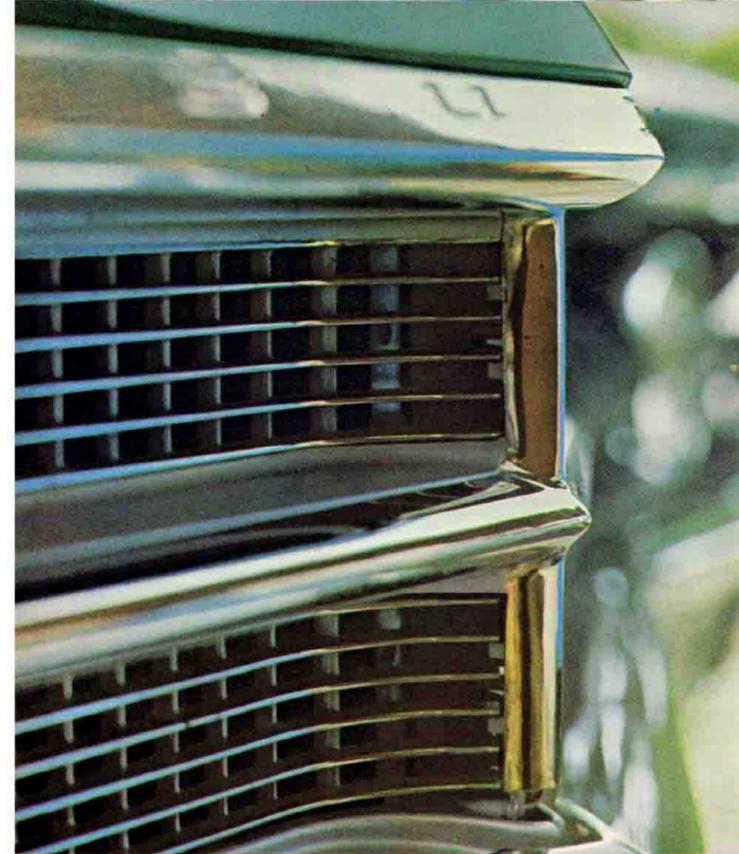
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1. DIE-CAST GRILLES

All but one series of Buicks (LeSabre, with extruded aluminum) has a distinctive heavy die-cast grille. This adds plus value to Buick in terms of appearance, ruggedness and durability. It gives your Buick a real quality look that gives you more satisfaction when you drive and returns more value at resale time.

2. TEMPERED PLATE GLASS BACK WINDOWS IN CONVERTIBLES

Buick Le Sabre, Wildcat and Electra 225 convertibles give you permanent clear vision to the rear with back windows of plate glass. What's more, you lower the top in the same fashion as before—with the window in place. Here's an important new advance in convertibles that adds to your driving safety and saves you money too, on replacements.

3. LOWEST TRANSMISSION TUNNEL

When you get into a Buick Le Sabre, Wildcat or Electra 225 you notice one important difference right away. The big transmission hump you find in most cars is a mere ripple in a Buick. This is the result of a unique forward engine-transmission mounting system and a 2-piece drive shaft. In practical terms it means that a Buick is one of the few cars that can actually seat six people comfortably. Give it the family test and see if you don't agree.

A FEW OF THE THINGS THAT MAKE BUICK WORTH MORE

4. TREMENDOUS STABILITY

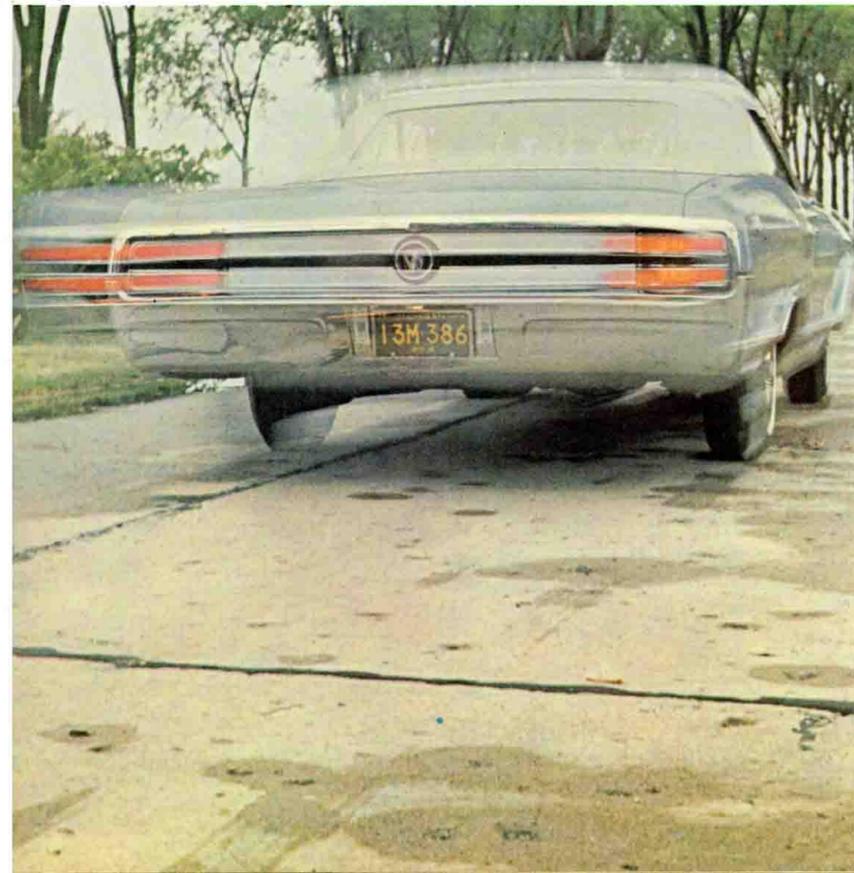
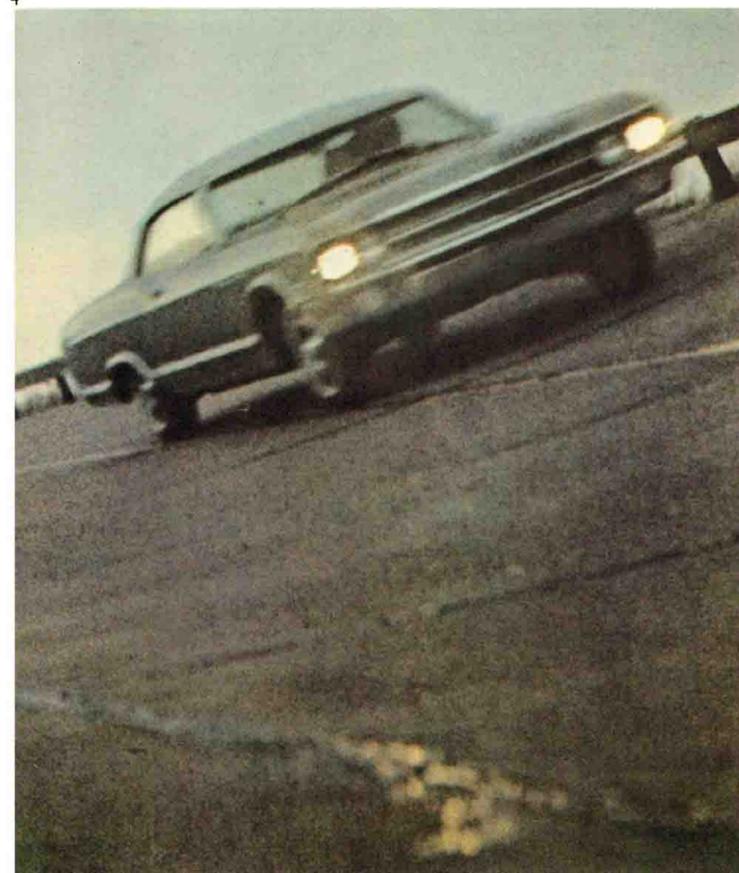
No production car is more thoroughly engineered to hold the road than a Buick. Its center of gravity is low; its roll center is high. This is not to suggest that Buick is built for the track. It's only one measure of the extra safety engineering that goes into every Buick. You'll like the feeling of assurance it gives you every time you take the wheel.

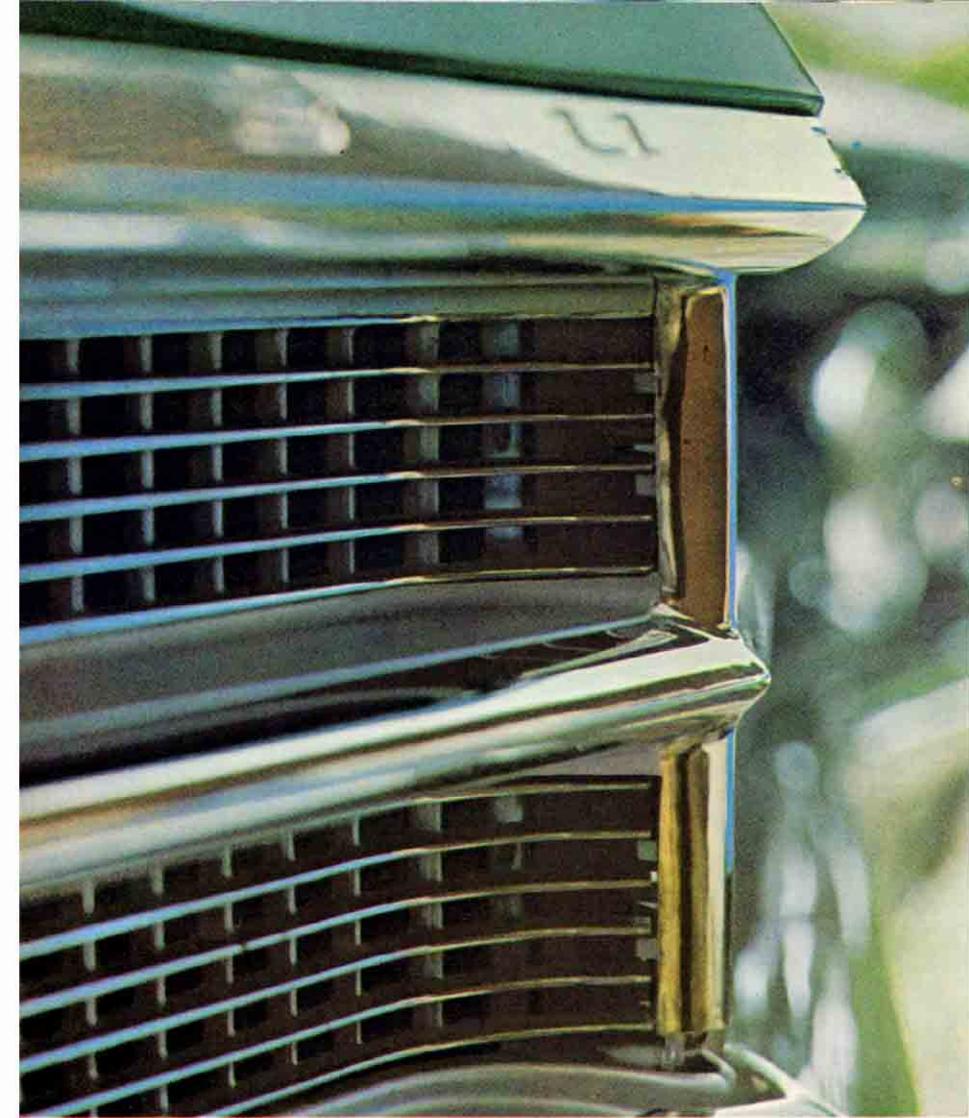
5. NEW CROSSFLOW RADIATOR

Every Le Sabre, Wildcat and Electra 225 now uses a new cross-flow radiator that increases engine cooling efficiency by exposing all the coolant in the radiator to the airflow pattern created by the air intakes and fan. This increased cooling efficiency is particularly important at low speeds and at idle—the type so frequently encountered in congested city traffic. Promotes engine efficiency and longer life, too.

6. NEW LONG-LIFE EXHAUST SYSTEMS

Buick's mufflers on all series are made of heavy-gauge aluminized steel for long life and extra safety. Resonators on full-size Buicks are made of stainless steel. In addition, exhaust pipes are double-laminated for extra life and greater operation. Here's an extra margin of Buick quality that saves you money in replacement costs and adds to your driving safety as well.





A FEW OF THE THINGS THAT MAKE BUICK





3

WORTH MORE

6



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There is no more fitting time to visit Stratford's American Shakespeare Festival Theatre than in this, the 400th anniversary of the Bard's birth. Now rounding out its tenth year as a dramatic institution, the Theatre has produced 25 of Shakespeare's plays and has a repertory company that has toured the nation several times, including an engagement at the White House. The city of Stratford itself is a bustling community located on the Housatonic River. Founded in 1639, it has grown in size and importance over the years till it now boasts a population of 47,000. The Theatre is handsomely designed and finished in French Guiana teakwood. Next door, an academy trains young actors the year 'round./Lady's fashions: B. H. Wragge.

The Buick LeSabre 4-door Sedan

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The single, most-compelling reason for owning a LeSabre is that it's a Buick. Not that we mean the bright chrome name on the hood is worth the price alone, even considering the impression it makes on your friends. It's what the name Buick stands for that makes LeSabre such an exceptional value. Consider, if you will, the luxurious, cushiony ride that's traditionally associated with Buicks—and the interior spaciousness and luxury. Consider the extra quality of the materials and workmanship. Consider the sparkling Wildcat V8 performance and the smoothness of optional Super Turbine automatic transmission. But now, for a change of pace, look at another aspect of the LeSabre. It's extraordinarily economical to own and operate. A 1964 LeSabre topped its class (full-size eights) in gas mileage in the Mobil Economy Run, and the price is surprisingly modest. Why wait? Snap it up!



At the American Shakespeare Festival Theatre, Stratford, Connecticut **The Buick LeSabre**



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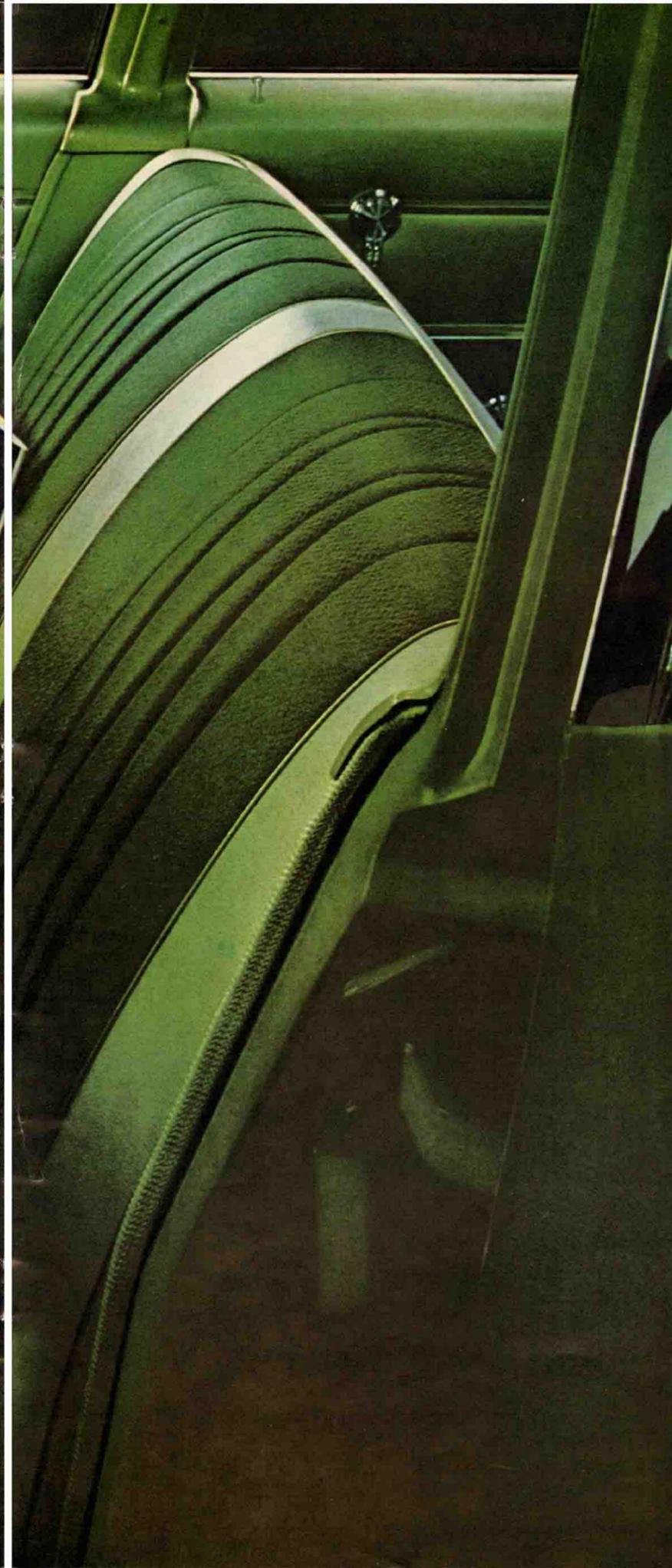
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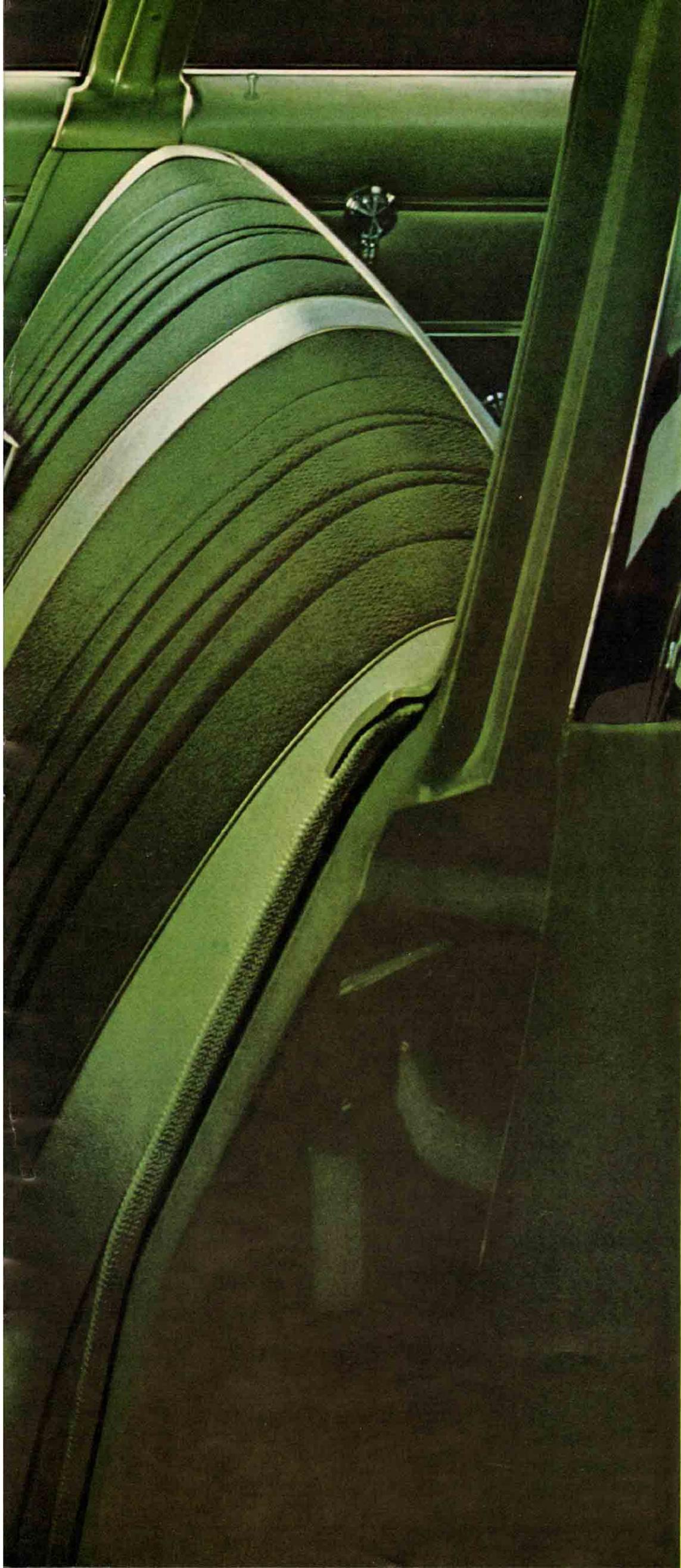
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LeSabre—Buick's lowest-priced full-size car, but you'd never know it from this interior—regular equipment in the four-door hardtop, four-door sedan and sport coupe. The fabric is Bartine cloth, a rich, close weave that's a standout for beauty as well as durability. It's handsomely trimmed in a contrasting shade of leather-grained vinyl. Wall-to-wall carpeting, naturally, and full six-passenger comfort. We direct your attention to the sleek, tasteful styling of the door panels, too. It rounds out the luxury effect. This is a car you'll like getting used to.

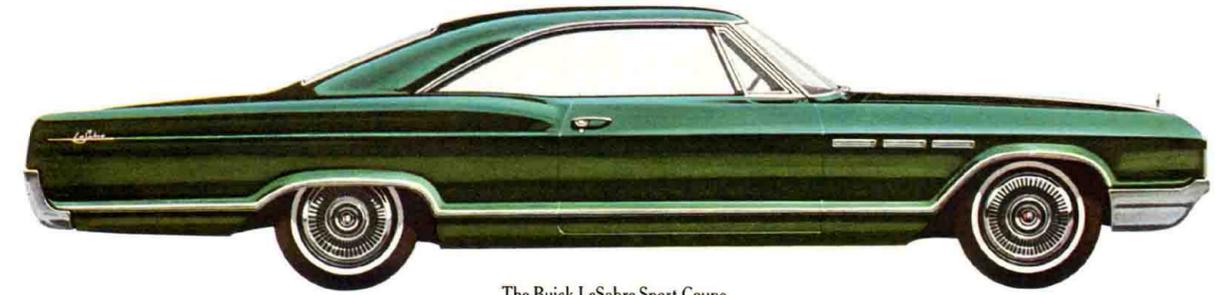
LeSABRE REGULAR EQUIPMENT—3-Speed Synchromesh Transmission; 210 Horsepower Wildcat 310 Engine; Finned Brake Drums; Electric Windshield Wipers; Step-On Parking Brake; Instrument Panel Safety Pad; Directional Signals; Glove Compartment Light; Dual Arm Rests—Front and Rear; Front Door-Operated Courtesy Light; Full 15-inch Wheels; Dual Horns; Crank-Operated Front Window Vents; 6,000 Mile Lubed Front Suspension System; Delcotron Generator; Self-adjusting Brakes; Full Carpeting; Map Light; Side-View Mirror on Convertible





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The Buick LeSabre Sport Coupe



The Buick LeSabre 4-door Hardtop



The Buick LeSabre Convertible

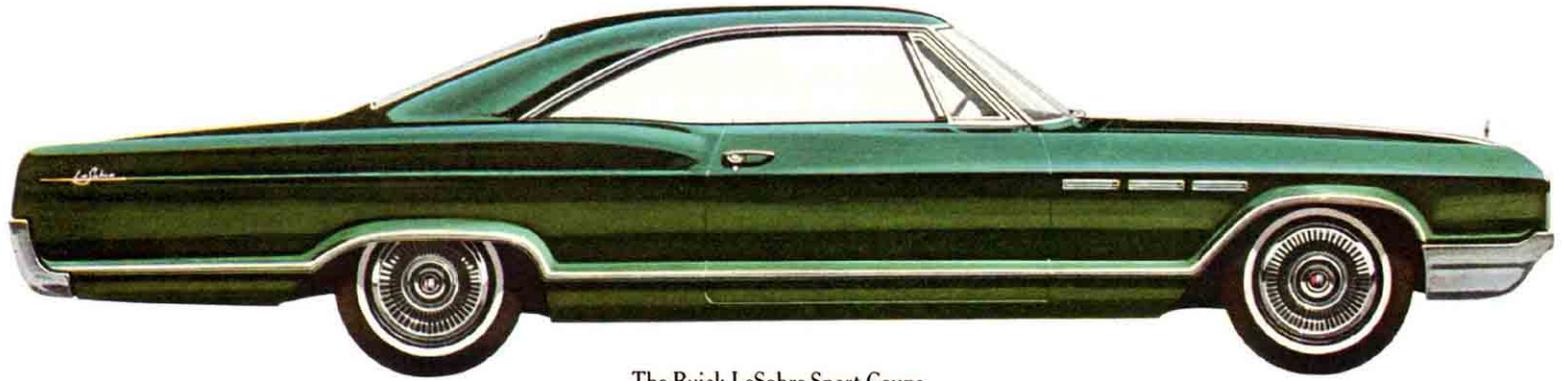
Can you get a life-size picture of yourself relaxing in the luxury of this LeSabre interior? Not hard to do. Just go down to your Buick dealer and slip into a LeSabre Custom 4-door hardtop or Custom 4-door sedan. The soft, silky fabric is Bimini cloth set off by bold contrasting accents of leather-grained vinyl. The rich carpeting is keyed to the over-all color scheme. Surprising what these Buick stylists can do to a LeSabre when they put their minds to it.

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The Buick LeSabre Sport Coupe



The Buick LeSabre 4-door Hardtop



The Buick LeSabre Convertible

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The Buick Skyroof-Custom 2-seat Sportwagon

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The beauty of the Buick Sportwagon is just that — it's beautiful. Unlike the common garden variety of wagon, the Sportwagon is so handsome you'd be proud to drive one to the opera. You have a selection of four Sportwagons with the unique glass Skyroof. These are special shaded glass panels set in the elevated roof that permit forward-facing, third seat passengers a look not only out but up. The Skyroof provides almost as much headroom in the third seat area as in front. Incidentally, in the Sportwagon series there are a custom 2-seater and 3-seater and a regular 2-seater and 3-seater. The Sportwagon is full-size in every sense of the word. Each model packs better than 96.5 cubic feet of cargo space, and is built on a long 120" wheelbase. The Sportwagons come with 210 h.p. V8 as regular equipment — and a husky 250 h.p. Wildcat V8 is available. Cargo loading is uncommonly easy. So, also, is the driving.

At the Frog Jumping Jubilee, Calaveras County, California



The Buick Sportwagon



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Proof that the Skyroof Sportwagon is aptly named is contained here in this smart, sporty interior. In this Custom edition we find supple vinyl handsomely tailored with deep sewing and button inserts to give a high-fashion flair to its basic richness. The floor is fully carpeted, and the door panel design carries out the sporty motif. Surprisingly durable, though, for all its elegance.

SKYROOF CUSTOM SPORTWAGON REGULAR EQUIPMENT—Re-usable Air Cleaner Element; Electric Windshield Wipers; Directional Signals; Dual Sun Shades—Front and Second Seat Area Foam-Padded Seats; Cigar Lighter; Instrument Panel Safety Pad; Dual Horns; Ash Trays—Front and Rear; Full Flow Oil

Filter; Power Operated Top; Paddle-type Arm Rests; Ash Tray and Glove Compartment Lights; Carpet passenger Area Floor, Door and Cowl Area; Dual-Key Locking System; Plunger Type Door Locks; StepOn Parking Brake; 3-Speed Synchronesh Transmission; Magic-Mirror Finish; Custom Bright Exterior Mouldings; Wheel Covers; 6,000 Mile Lubed Front Suspension; Self-adjusting Brakes; Delcotron Alternator; 14-inch Wheels; Tailgate Lamp

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The Buick Special Deluxe 2-seat Station Wagon



The Buick Special 2-seat Station Wagon

The Buick Special Station Wagons

Special Station Wagons feature two models, deluxe and regular, both 2-seaters and boast nearly 90 feet of cargo space. Your choice of the Fireball V6 or two Wildcat V8's. Like the larger wagons, the Special rides like a dream and looks sharp, too.

SPECIAL DELUXE STATION WAGON REGULAR EQUIPMENT—Re-usable Air Cleaner Element; Electric Windshield Wipers; Directional Signals; Dual Sun Shades; Ash Trays—Front and Rear; Dual Key Locking System; Cigar Lighter; Instrument Panel Safety Pad; Dual Arm Rests—Front and Rear; Door-Operated Courtesy Light; Carpet; Deluxe Steering Wheel; Plunger-type Door Locks; StepOn Parking Brake; 3-Speed Synchronesh Transmission; 14-inch Wheels; Magic-Mirror Finish; Dual Horns; Self-Adjusting Brakes; 6,000 Mile Lubed Front Suspension; Delcotron Generator; Body Side and Rear End Panel Moulding; Full-Flow Oil Filter

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SPECIAL STATION WAGON REGULAR EQUIPMENT—Re-usable Air Cleaner Element; Ash Tray—Front; Ash Tray—Rear; Dual Arm Rests—Front; Cigar Lighter; Door-Operated Courtesy Light; Dual Sun Shades; Coat Hooks; Plunger-type Door Locks; StepOn Parking Brake; Electric Windshield Wipers; Directional Signals; Dual Key Locking System; 3-Speed Synchromesh Transmission; Magic-Mirror Finish; 14-inch Wheels; Self-adjusting Brakes; 6,000 Mile Lubed Front Suspension; Delcotron Generator; Full-Flow Oil Filter

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The high point of the year in Portland is the annual Rose Festival. A queen, chosen from contestants representing Portland high schools, is crowned and she reigns over the 10-day-long gala. There's a spirited competition to grow the finest rose as judged by flower experts, and a host of entertainment events. Climax of the Festival is the mammoth Rose Parade, a seemingly endless procession of breath-taking floral floats, equestrian performers and bands. The whole city turns out as well as residents from miles around. Portland's problem? How to keep topping the event in each succeeding year. But they always do! Lady's fashions: (top row) Dominique, for Phil Altbaum; (large illustration) William Pearson.

The Buick Skylark Sport Coupe

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Here's the answer to people who demand the luxury of a big car in a slightly smaller size—the Buick Skylark. Surprising, really, how many of the amenities people associate with big cars you'll find in the Skylark. It's roomy. Hooray! It rides very smoothly. Bravo! And it's styled inside and out to appeal to your sense of the opulent. Capital! But there's another side to the coin. With either the V6 or V8 engines the gas economy is most gratifying, and the addition of automatic Super Turbine transmission (optional) doesn't change the picture. One thing that's almost certain to please you is the Skylark's amazing maneuverability. It won't make congested traffic pleasant but it will make it more manageable. You may get home five or ten minutes earlier of an evening. Skylark is a car that takes very little getting used to. If the choice of cars pulls you in two directions, take the middle road—Buick Skylark '65.

At the Rose Festival, Portland, Oregon



The Buick Skylark



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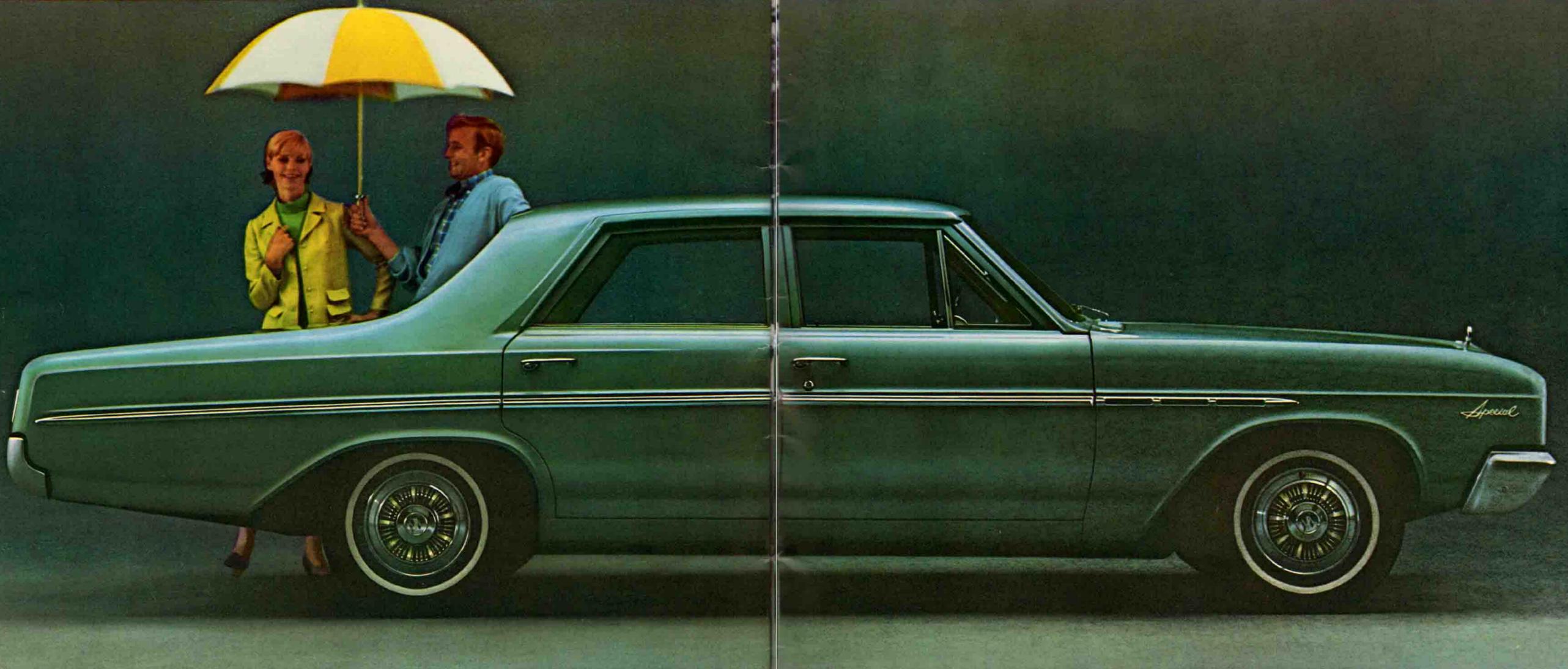
At the Rose Festival, Portland, Oregon

The Buick Skylark



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Fast taking its place among the nation's major golf events is the Buick Open, played on the grueling 7,280-yard Warwick Hills Golf and Country Club course. Defending champion was Julius Boros, who went on to win the National Open. But young Tony Lema had the hot game this year and won the more than \$8,000 first prize money plus the use of a new Buick for five years. Actually, between cash and new Buicks, the tournament carries a purse of better than \$100,000. It's a beautiful setting in which to see truly great golf. The Open attracts spectators not only from Michigan but many neighboring states. A press corps of 30 to 50 sportswriters is on hand and the tournament is nationally televised. /Lady's fashions: Saks Fifth Avenue.

The Buick Special Deluxe 4-door Sedan

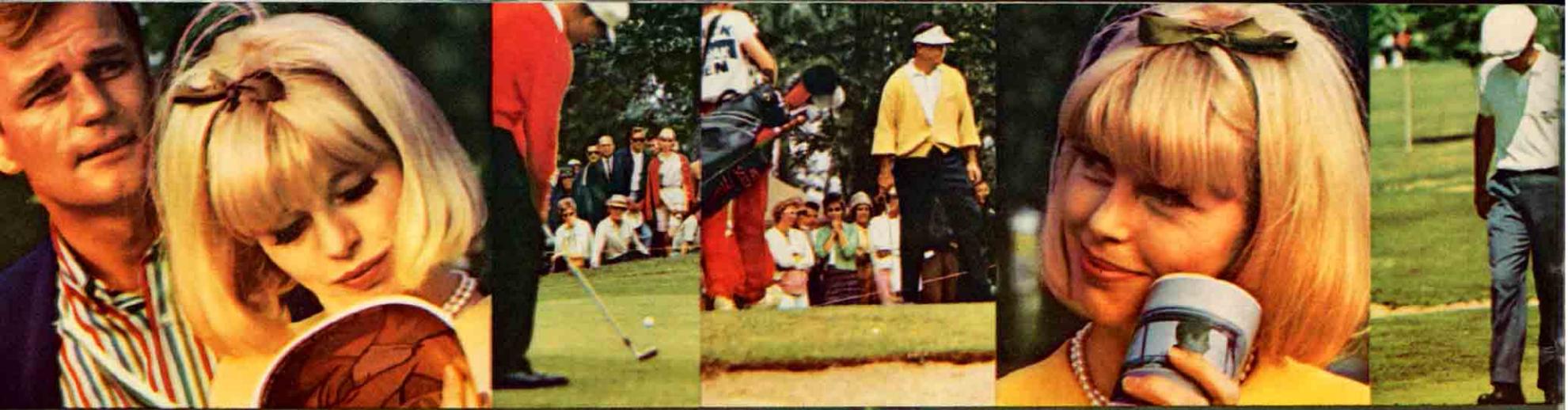
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We don't make cheap cars—that's for other people. But we do make economical cars, and a case in point is the Buick Special. Bear in mind, first of all, that the Special is a Buick—with all the quality, reliability and superb engineering that the name implies. Now, consider that the purchase price of a Buick Special is surprisingly modest, and the results of last year's Mobil Economy Run nailed down our claims to splendid gasoline mileage with either V6 or V8 (and automatic transmission). You may be concerned about upkeep. Don't be. The Buick Special has a full measure of built-in dependability, and it's so designed that when service is necessary it's relatively easy and economical. Take account, too, of the Special's full six-passenger roominess, large trunk, excellent ride, and agile handling. The interiors here are nicely appointed with just a dash of sportiness. The lowest-priced Buick you can buy!

At the Buick Open Golf Tournament, Grand Blanc, Michigan



The Buick Special



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The Buick Special Deluxe 4-door Sedan

At the Buick Open Golf Tournament, Grand Blanc, Michigan

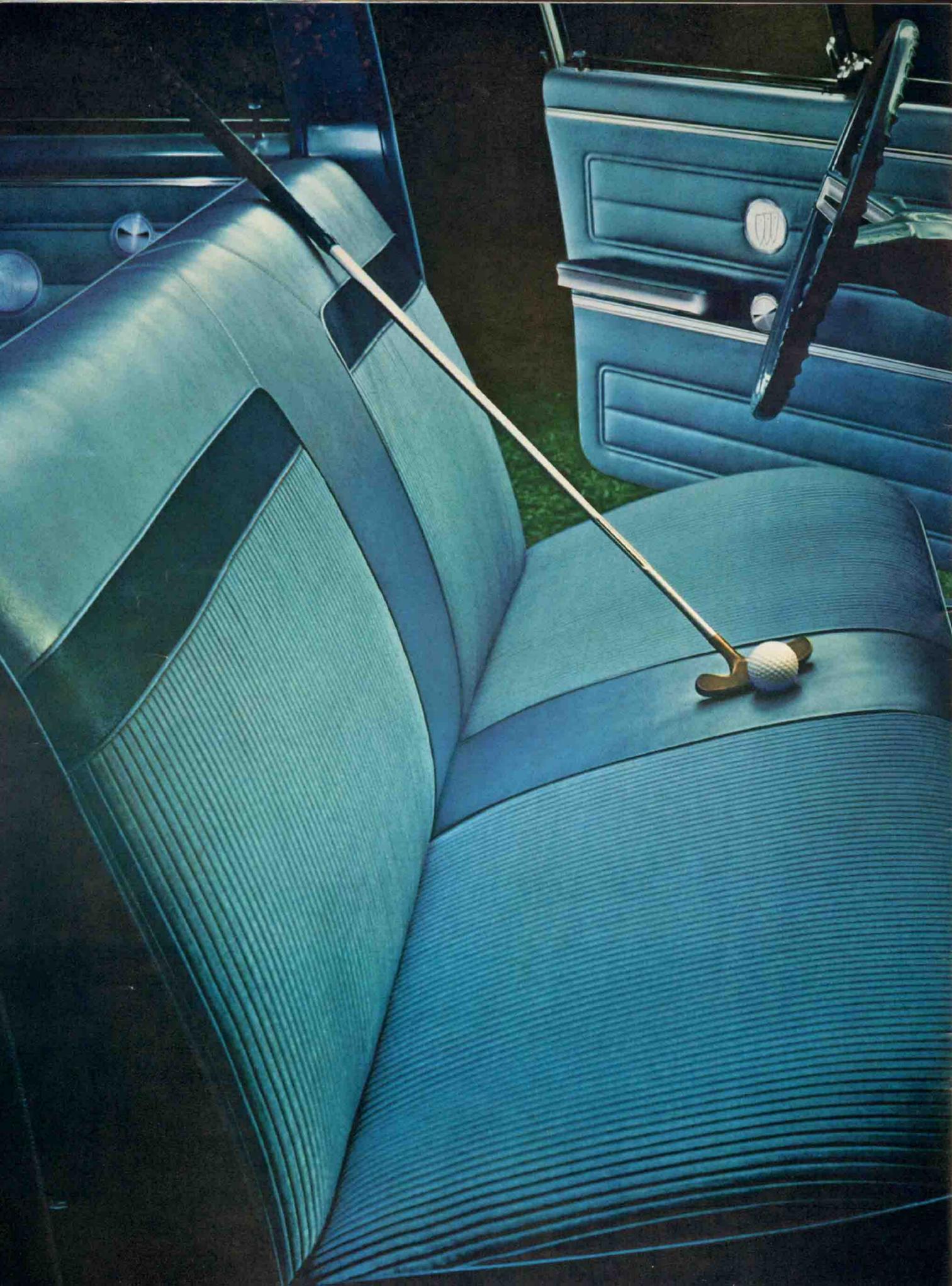


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The Buick Special 4-door Sedan



The Buick Special Thin Pillar Coupe

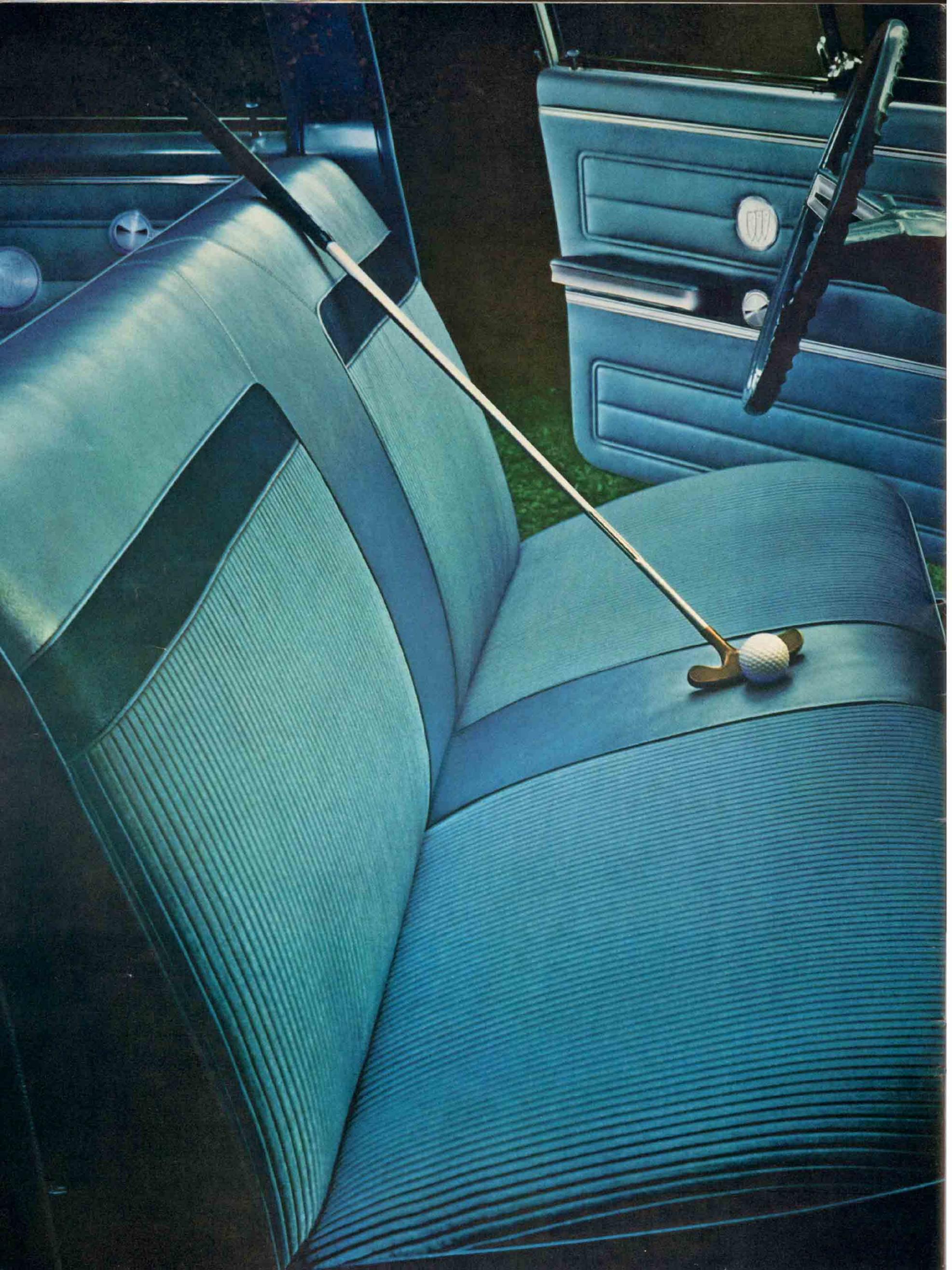


The Buick Special Convertible

We don't confuse economy with austerity. The Special is modestly priced but you'd never know it by looking at the interior. Here's an example: the Buick Special 4-door sedan beautifully trimmed in Balmore cloth and leather-grained vinyl. We think you'll be so proud of it you'll want to invite friends to drop in.

BUICK SPECIAL REGULAR EQUIPMENT—3-Speed Synchronesh Transmission; Electric Windshield Wipers; Directional Signals; Dual Sun Shades; Ash Tray; Cigar Lighter; Magic Mirror Finish; Instrument-Panel Safety Pad (Special Deluxe only); Carpets (Special Deluxe only and Special convertible with bucket seats); Dual Arm Rests—Front and Rear (sedans only); Dual Horns (Special Deluxe Only); Front Door-Operated Courtesy Lights; Self-adjusting Brakes; 6,000 Mile Lubed Front Suspension; Delcotron Generator; Plunger-type Door Locks; StepOn Parking Brake; 14-inch Wheels

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The Buick Special 4-door Sedan



The Buick Special Thin Pillar Coupe



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OPTIONS AND ACCESSORIES YOU MAY WANT TO ADD TO YOUR BUICK



POWER STEERING—Easy driving made even easier. Optional on Special, Special Deluxe, Skylark, Sportwagons, LeSabre and Wildcat. Regular on Electra 225 and Riviera.



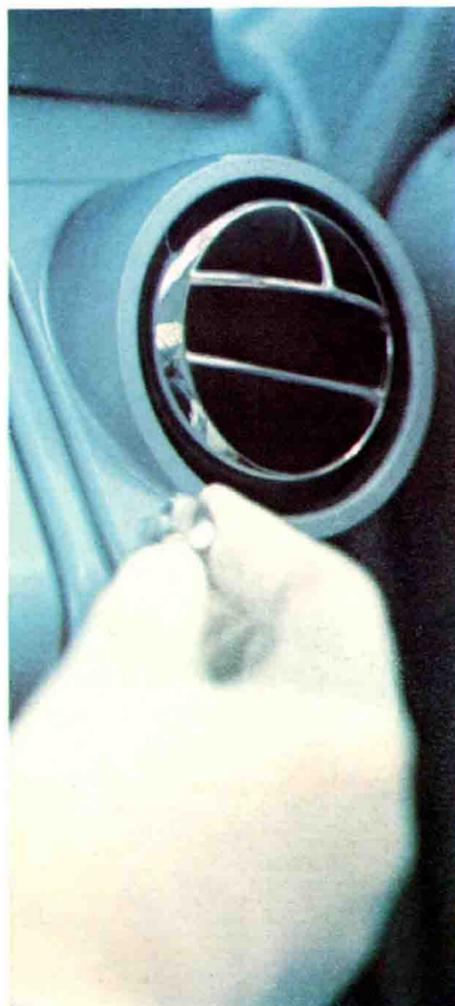
POWER WINDOWS—Push a button and down they go—or up. Optional on Special Deluxe, Skylark, Sportwagons, LeSabre, Wildcat, Electra 225 and Riviera. Regular on Electra 225 Convertible.



POWER BRAKES—Stopping's as easy as going. Optional on Special, Special Deluxe, Skylark, Sportwagons, LeSabre and Wildcat. Regular on Electra 225 and Riviera.



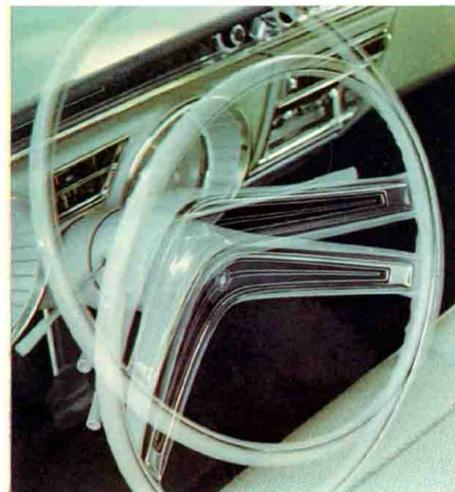
POWER SEAT—Take your choice—4-way or 6-way. Four-way seat optional on Special, Special Deluxe, Skylark, Sportwagons, LeSabre, Wildcat, Electra 225 and Riviera. Six-way seat optional on LeSabre, Wildcat and Electra 225 only. Electra 225 convertible comes equipped with 2-way power seat.



AIR CONDITIONER—Complete comfort in any weather. Optional on Special, Special Deluxe, Skylark, Sportwagons, LeSabre, Wildcat, Electra 225, and Riviera.



HI-FIDELITY RADIO—Instant warm-up, glorious tone in any one of Buick's three fine radios. Optional on Special, Special Deluxe, Skylark, Sportwagons, LeSabre, Wildcat, Electra 225 and Riviera. FM available, too, on LeSabre, Wildcat, Electra 225 and Riviera only.



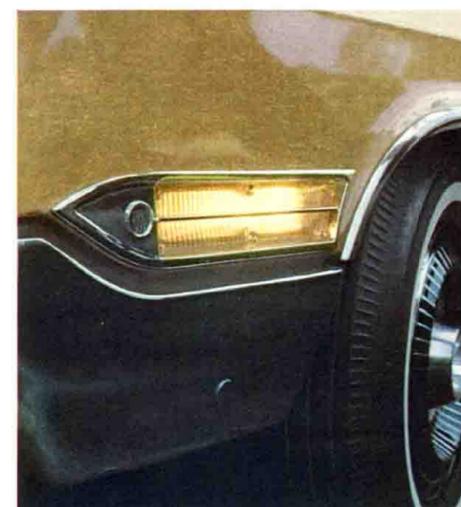
TILT STEERING WHEEL—Locks into any one of seven positions to suit your driving comfort. Optional on Special, Special Deluxe, Skylark, Sportwagons, LeSabre, Wildcat and Electra 225. Regular on Riviera.



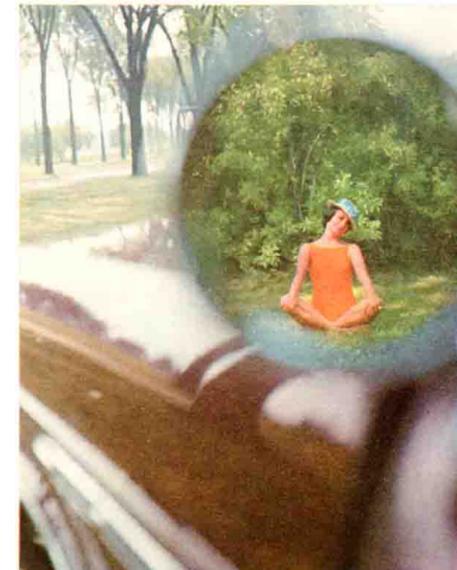
AUTOMATIC TRUNK RELEASE—Pull a lever in the glove compartment—trunk lid pops open. Optional on LeSabre, Wildcat, Electra 225 and Riviera.



ELECTRO-CRUISE—Take your foot off the accelerator—speed is maintained automatically. Optional on LeSabre, Wildcat, Electra 225, and Riviera only.



CORNERING LIGHTS—Illuminate the area to the side of your Buick as you turn. Optional on LeSabre, Wildcat and Electra 225 only.



REMOTE CONTROL MIRROR—Adjust the side view mirror without even opening the window. Optional on Special, Special Deluxe, Skylark, Sportwagons, LeSabre, Wildcat, Electra 225 and Riviera.



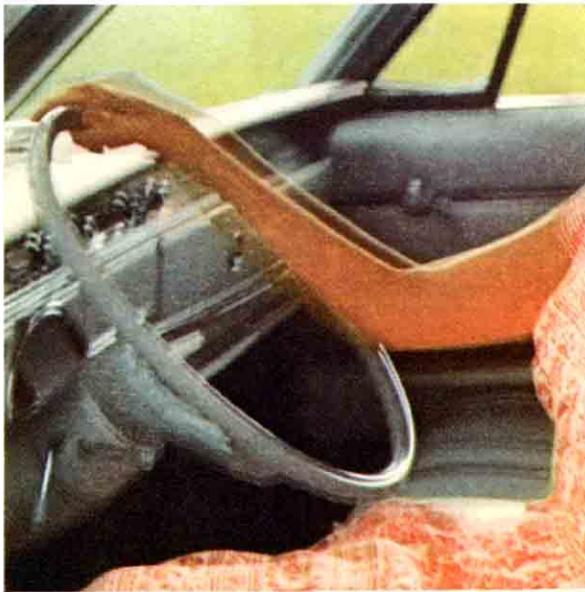
POSITIVE TRACTION DIFFERENTIAL—You go in mud, snow, ice—positive traction feeds the power to the gripping wheel. Optional on Special, Special Deluxe, Skylark, Sportwagons, LeSabre, Wildcat, Electra 225 and Riviera.

...AND DON'T FORGET—

4-speed transmission; Super Turbine automatic transmission; Custom side moulding; Power door locks; Whitewall tires; Station wagon luggage rack; Side view mirror; Back-up lights; Windshield washer; Tinted glass; Four-note horn; Electric clock; Tachometer; All Buick models may be ordered without front seat belts or without heater-defroster at reduced cost.

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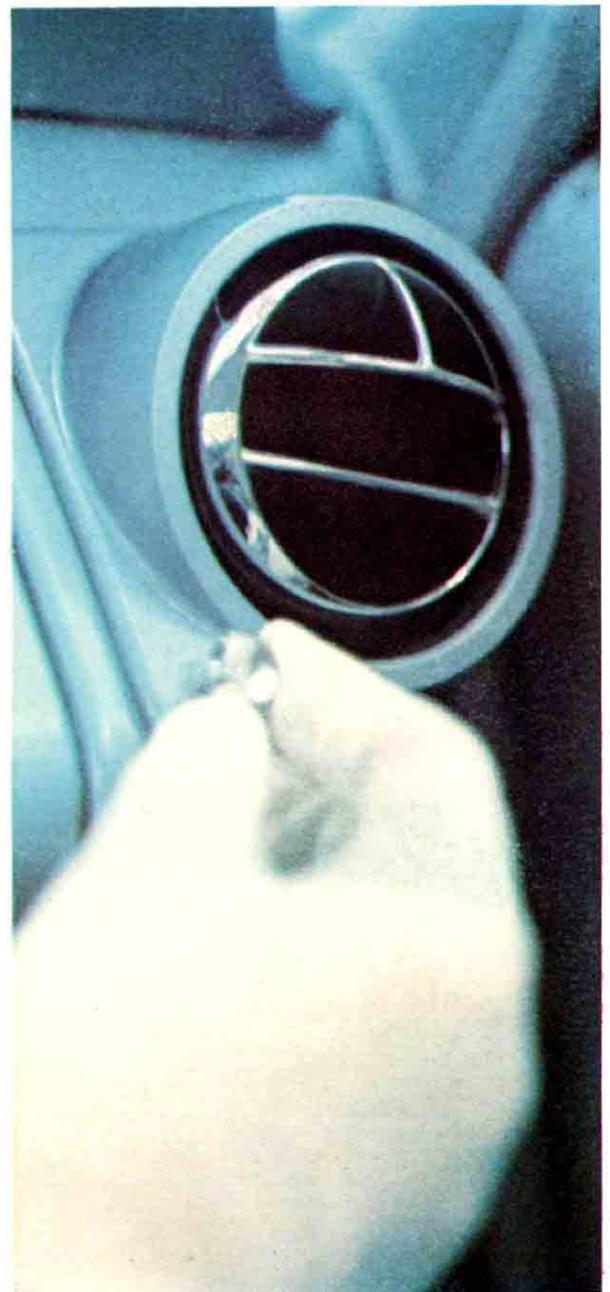
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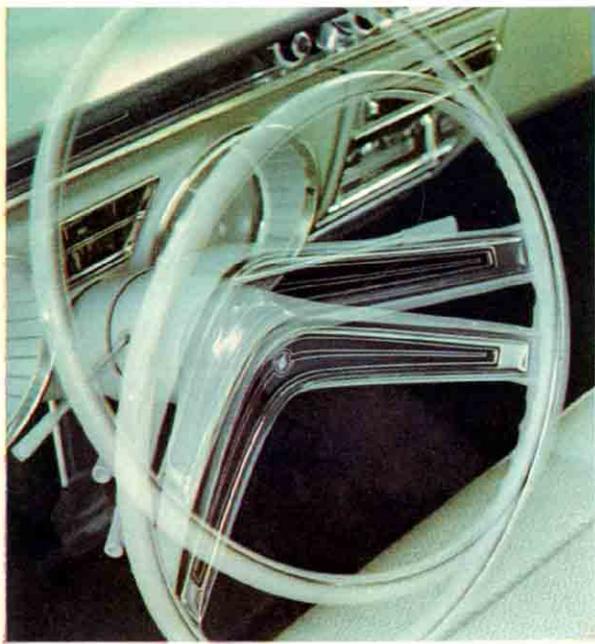
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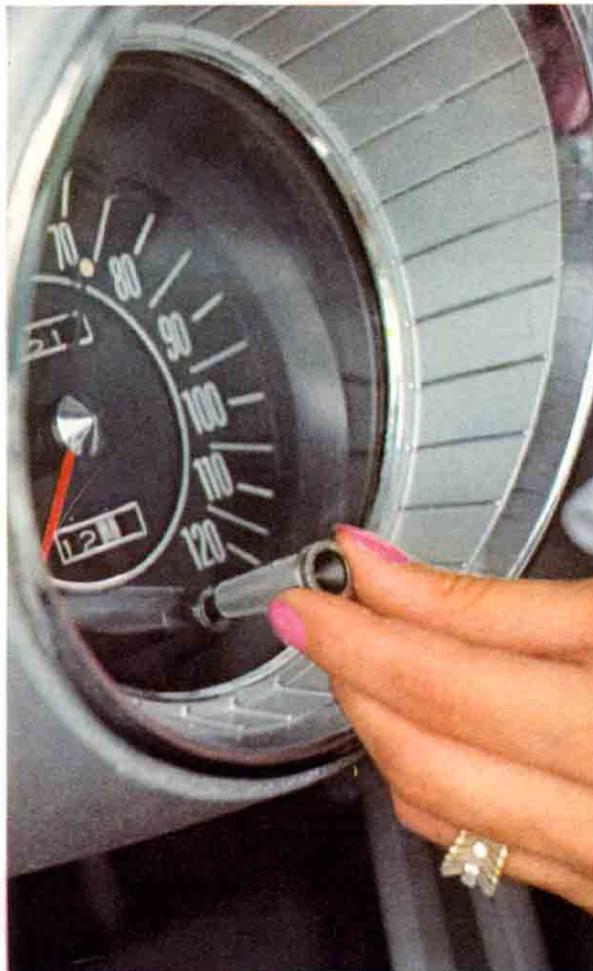
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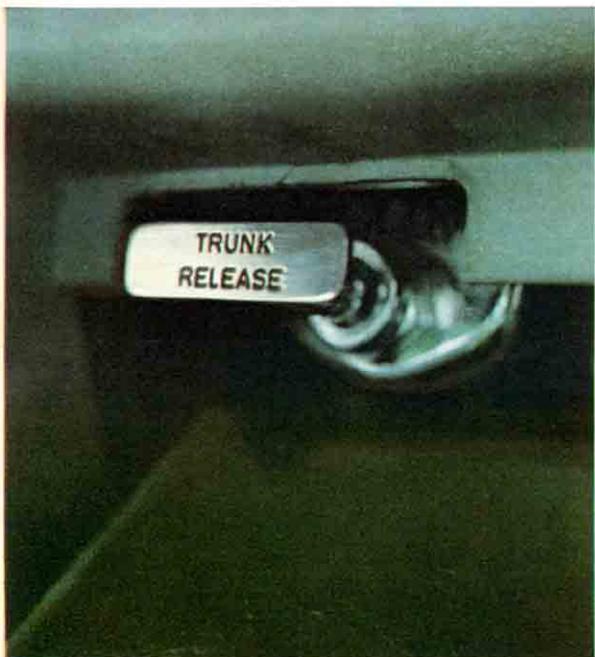
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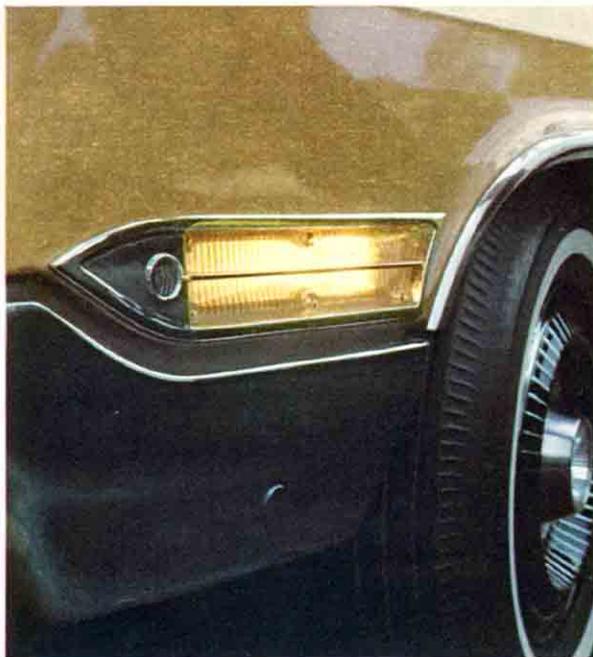
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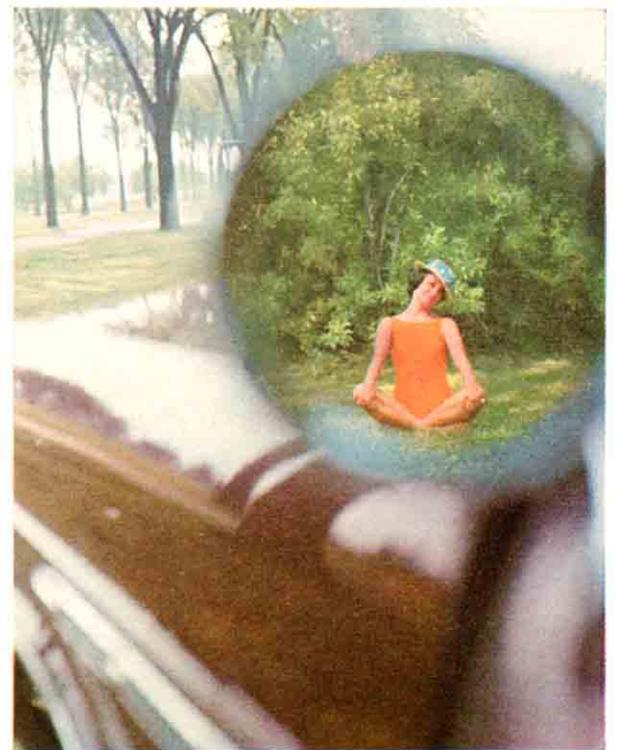
ELECTRO-CRUISE—Take your foot off the accelerator—speed is maintained automatically. Optional on LeSabre, Wildcat, Electra 225, and Riviera only.



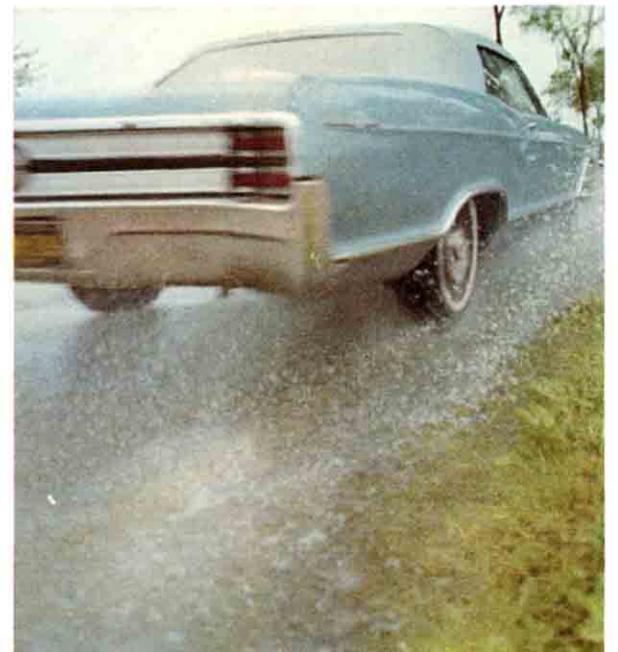
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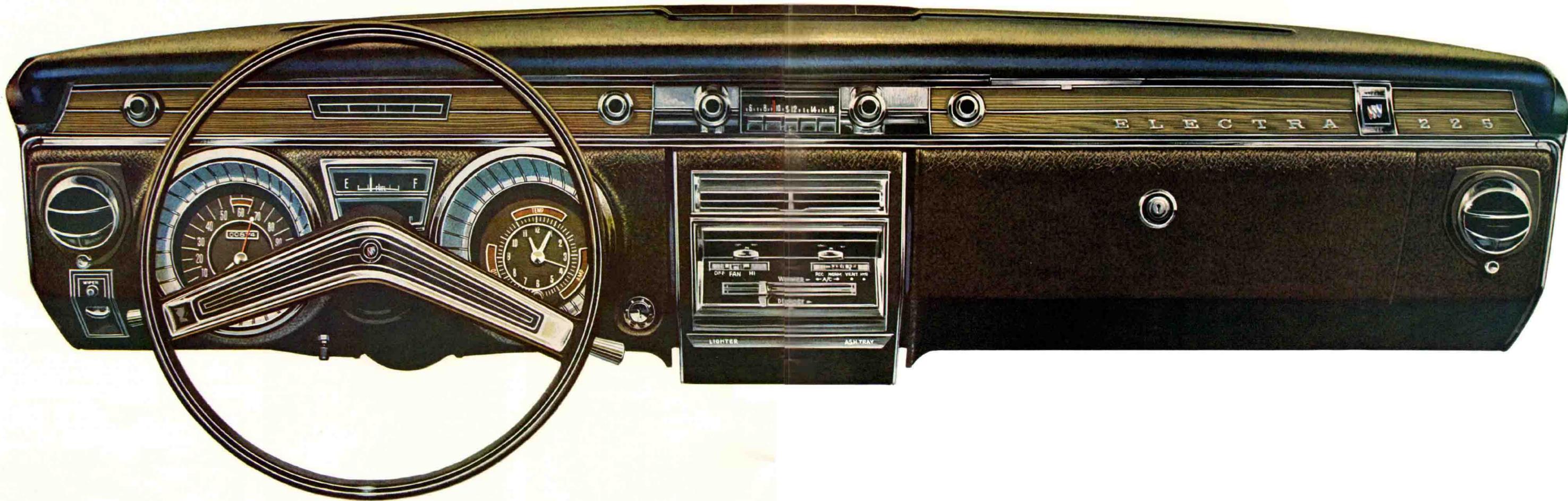


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SPECIFICATIONS: LeSabre/Wildcat/Electra 225/Riviera

ENGINE

		Horse-power	Torque	Compression Ratio	Displacement	Carburetion	Fuel
LeSabre	Wildcat 310	210 @ 4600	310 @ 2400	9.0 to 1	300	2-barrel	Regular
Wildcat	Wildcat 445	325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium
Electra 225	Wildcat 445	325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium
Riviera	Wildcat 445	325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium

ENGINE OPTIONS

	Horse-power	Torque	Compression Ratio	Displacement	Carburetion	Fuel	Availability
Wildcat 355	250 @ 4800	335 @ 3000	10.25 to 1	300	4-barrel	Prem.	LeSabre
Wildcat 465	340 @ 4400	465 @ 2800	10.25 to 1	425	4-barrel	Prem.	Wildcat, Electra 225, Riviera
Super Wildcat	360 @ 4400	465 @ 2800	10.25 to 1	425	2, 4-bbl	Prem.	Wildcat, Electra 225, Riviera

TRANSMISSIONS

	Regular Equipment	Option (Manual)	Option (Automatic)
LeSabre	3-Speed Synchro.	None	Super Turbine
Wildcat	3-Speed Synchro.	4-Speed Synchro.	Super Turbine
Electra 225	Super Turbine	None	None
Riviera	Super Turbine	None	None

REAR AXLE RATIOS

	3-Speed Manual Trans.	4-Speed Manual Trans.	Super Turbine
LeSabre	3.55	—	3.08
Wildcat	3.42	3.42	3.07
Electra 225	—	—	3.07
Riviera	—	—	3.23

Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400 (LeSabre); 40 @ 2400 (Wildcat, Electra 225, Riviera). Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. LeSabre, Wildcat and Electra 225; 25 gallons, Riviera 20 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 401 cubic inches is 17.7 quarts, 300 cubic inches is 12.4 quarts, Riviera—18.5 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminized steel to promote longer life. Dual exhaust available as optional equipment on all models except LeSabre. **Electrical:** Twelve volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** Super Turbine is a torque converter type featuring a variable pitch stator within the converter; and single planetary gear set. Total oil capacity refill 23 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that insures vibrationless transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter-type frame except Riviera. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension (LeSabre, Wildcat, Electra 225). Riviera: three-link-type. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned brake drums front; finned drums rear. Total lining area: 197.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard on Electra 225 and Riviera, optional on Wildcat and LeSabre. **Wheels and Tires:** Disc-type wheels, 15 x 5.50 "K" on LeSabre. Size 15 x 6.00, "L"-type flange on Wildcat, Electra 225 and Riviera. Oversize tires optional on Wildcat and LeSabre. Whitewall tires optional on all models. **Steering:** Manual recirculating ball steering standard on LeSabre and Wildcat. Overall ratio: 33.0 to 1. Easy Power Steering standard on Electra 225 and Riviera; optional on Wildcat and LeSabre. Overall ratio: 20.6 to 1 on LeSabre, 18.5 to 1 on Wildcat and Electra 225, 19.0 to 1 on Riviera. Flexible coupling in power gear screens out vibration.

EXTERIOR DIMENSIONS:

	LeSabre	Wildcat	Electra 225	Riviera
Overall Length	216.8	219.8	224.1	209.0
Overall Width	80.0	80.0	80.0	76.6
Overall Height	55.5	55.5	56.0	53.0
Wheelbase	123.0	126.0	126.0	117.0
Tread—Front	63.0	63.4	63.4	60.15
Tread—Rear	63.0	63.0	63.0	59.0

INTERIOR DIMENSIONS:

	Leg Room Front	Leg Room Rear	Head Room Front	Head Room Rear	Shoulder Room Front	Shoulder Room Rear
LeSabre						
2-dr. Sport Coupe	42.5	34.9	38.3	37.2	62.2	60.5
4-dr. Hardtop	42.2	38.5	38.1	37.3	62.3	61.4
4-dr. Sedan	42.2	39.0	38.9	37.7	62.3	61.4
Convertible	42.5	34.9	38.7	37.5	62.2	53.1

WILDCAT

4-dr. Sedan	42.2	39.0	38.9	37.7	62.3	61.4
4-dr. Hardtop	42.2	38.5	38.1	37.3	62.3	61.4
2-dr. Sport Coupe	42.5	34.9	38.3	37.2	62.2	60.5
Convertible	42.5	34.9	38.3	37.5	62.2	53.1

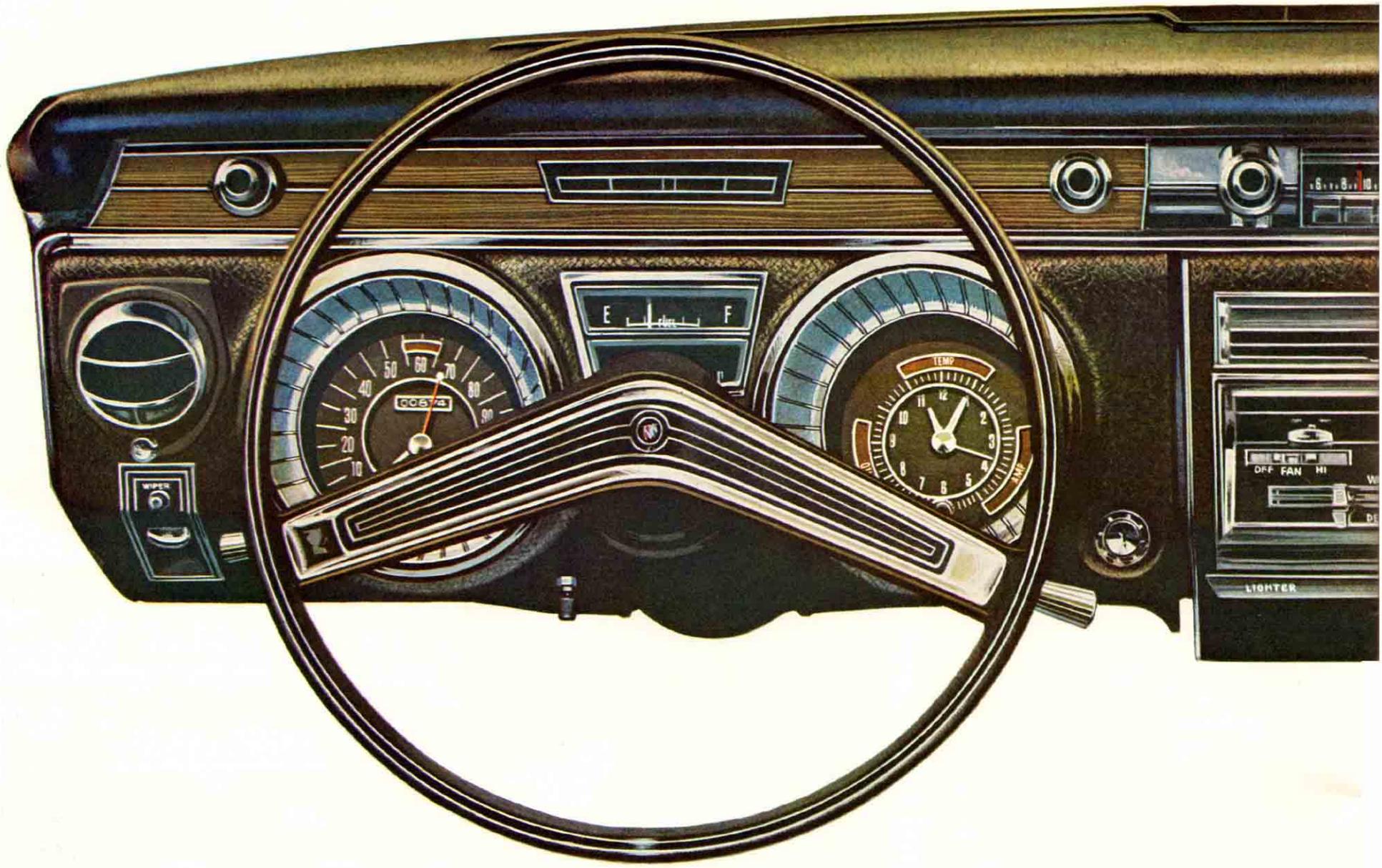
ELECTRA 225

4-dr. Sedan	42.2	40.3	39.6	38.2	62.2	61.1
2-dr. Sport Coupe	41.8	38.1	38.4	38.1	62.2	60.7
4-dr. Hardtop	42.2	38.2	38.5	37.7	62.2	60.5
Convertible	41.8	38.1	38.5	37.7	62.1	53.1

RIVIERA

2-dr. Sport Coupe	40.1	34.7	38.0	37.4	56.2	55.8
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Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.



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Wildcat	3-Speed Synchro.	4-Speed Synchro.	Super Turbine
Electra 225	Super Turbine	None	None
Riviera	Super Turbine	None	None

REAR AXLE RATIOS

	3-Speed Manual Trans.	4-Speed Manual Trans.	Super Turbine
LeSabre	3.55	—	3.08
Wildcat	3.42	3.42	3.07
Electra 225	—	—	3.07
Riviera	—	—	3.23



Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400 (LeSabre); 40 @ 2400 (Wildcat, Electra 225, Riviera). Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. LeSabre, Wildcat and Electra 225; 25 gallons, Riviera 20 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 401 cubic inches is 17.7 quarts, 300 cubic inches is 12.4 quarts, Riviera—18.5 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminized steel to promote longer life. Dual exhaust available as optional equipment on all models except LeSabre. **Electrical:** Twelve volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** Super Turbine is a torque converter type featuring a variable pitch stator within the converter; and single planetary gear set. Total oil capacity refill 23 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that insures vibrationless transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter-type frame except Riviera. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension (LeSabre, Wildcat, Electra 225). Riviera: three-link-type. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned brake drums front; finned drums rear. Total lining area: 197.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard on Electra 225 and Riviera, optional on Wildcat and LeSabre. **Wheels and Tires:** Disc-type wheels, 15 x 5.50 "K" on LeSabre. Size 15 x 6.00, "L"-type flange on Wildcat, Electra 225 and Riviera. Oversize tires optional on Wildcat and LeSabre. Whitewall tires optional on all models. **Steering:** Manual recirculating ball steering standard on LeSabre and Wildcat. Overall ratio: 33.0 to 1. Easy Power Steering standard on Electra 225 and Riviera; optional on Wildcat and LeSabre. Overall ratio: 20.6 to 1 on LeSabre, 18.5 to 1 on Wildcat and Electra 225, 19.0 to 1 on Riviera. Flexible coupling in power gear screens out vibration.

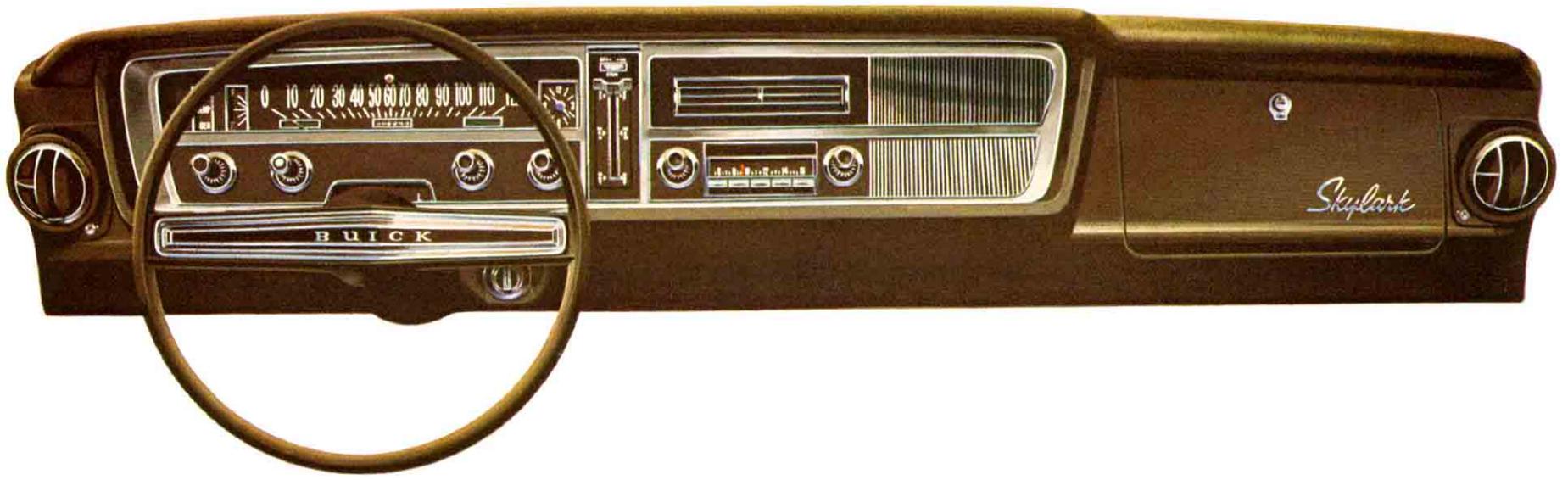
EXTERIOR DIMENSIONS:

	LeSabre	Wildcat	Electra 225	Riviera
Overall Length	216.8	219.8	224.1	209.0
Overall Width	80.0	80.0	80.0	76.6
Overall Height	55.5	55.5	56.0	53.0
Wheelbase	123.0	126.0	126.0	117.0
Tread—Front	63.0	63.4	63.4	60.15
Tread—Rear	63.0	63.0	63.0	59.0

INTERIOR DIMENSIONS:

	Leg Room Front	Leg Room Rear	Head Room Front	Head Room Rear	Shoulder Room Front	Shoulder Room Rear
LeSabre						
2-dr. Sport Coupe	42.5	34.9	38.3	37.2	62.2	60.5
4-dr. Hardtop	42.2	38.5	38.1	37.3	62.3	61.4
4-dr. Sedan	42.2	39.0	38.9	37.7	62.3	61.4
Convertible	42.5	34.9	38.7	37.5	62.2	53.1
WILDCAT						
4-dr. Sedan	42.2	39.0	38.9	37.7	62.3	61.4
4-dr. Hardtop	42.2	38.5	38.1	37.3	62.3	61.4
2-dr. Sport Coupe	42.5	34.9	38.3	37.2	62.2	60.5
Convertible	42.5	34.9	38.3	37.5	62.2	53.1
ELECTRA 225						
4-dr. Sedan	42.2	40.3	39.6	38.2	62.2	61.1
2-dr. Sport Coupe	41.8	38.1	38.4	38.1	62.2	60.7
4-dr. Hardtop	42.2	38.2	38.5	37.7	62.2	60.5
Convertible	41.8	38.1	38.5	37.7	62.1	53.1
RIVIERA						
2-dr. Sport Coupe	40.1	34.7	38.0	37.4	56.2	55.8

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SPECIFICATIONS: Special / Special Deluxe / Skylark / Sportwagon

ENGINES

	Horse-power	Torque	Com-pression Ratio	Displace-ment	Car-buretion	Fuel	Avail-ability
Fireball V-6	155 @ 4400	225 @ 2400	9.0 to 1	225	1-barrel	Reg.	All (except Sportwagons)
Wildcat 310	210 @ 4600	310 @ 2400	9.0 to 1	300	2-barrel	Reg.	All (Standard Sportwagons)
Wildcat 355	250 @ 4800	335 @ 3000	10.25 to 1	300	4-barrel	Prem.	All

TRANSMISSIONS

	Regular Equipment	Option (Manual)	Option (Automatic)
Special Special Deluxe Skylark	3-Speed Synchro.	4-Speed Synchro.	Super Turbine

REAR AXLE RATIOS

	3-Speed Manual Trans.	4-Speed Manual Trans.	Super Turbine
Fireball V-6	3.23*	3.23	3.08†
Wildcat 310	3.08	3.23	2.78†
Wildcat 355	3.08	3.23	2.78†

*Sedans and Coupes; Station Wagons: 3.36; Sportwagons: 3.23.
†Sedans and Coupes; Station Wagons: 3.23; Sportwagons: 3.08.

DIMENSIONS

	Special Sedan	Special Coupe	Special Convertible	Special Deluxe Sedan	Special Station Wagons*	Skylark Sedan	Skylark Sport Coupe	Skylark 2-Dr. Coupe	Skylark Convertible	Sportwagons** 2-Seat	3-Seat
Overall Length	203.4	203.4	203.4	203.4	203.2	203.4	203.4	203.4	203.4	208.2	208.2
Overall Width	73.6	73.6	73.6	73.6	73.6	73.6	73.6	73.6	73.6	73.9	73.9
Overall Height	54.4	53.9	54.0	54.4	55.2	54.4	53.9	53.9	54.0	57.5	57.5
Wheelbase	115.0	115.0	115.0	115.0	115.0	115.0	115.0	115.0	115.0	120.0	120.0
Tread, Front	58.0	58.0	58.0	58.0	58.0	58.0	58.0	58.0	58.0	58.0	58.0
Tread, Rear	58.0	58.0	58.0	58.0	58.0	58.0	58.0	58.0	58.0	58.0	58.0
Leg Room, Front	41.1	41.2	41.2	41.3	41.2	41.3	41.3	41.3	41.3	41.3	41.3
Leg Room, Rear	35.8	33.3	33.3	35.9	35.9	35.9	33.2	33.2	33.1	39.0	36.1
Head Room, Front	38.2	37.6	38.4	38.2	37.8	38.2	37.6	37.6	38.4	37.7	37.7
Head Room, Rear	37.2	36.6	36.8	37.2	38.4	37.2	36.6	36.6	36.8	40.2	39.2
Shoulder Room, Front	58.8	58.8	58.8	58.8	58.8	58.2	58.2	58.2	58.2	58.2	58.2
Shoulder Room, Rear	58.8	56.9	45.6	58.8	58.8	58.2	56.5	56.5	45.6	58.8	58.0

*Tailgate door opening width, 55.0". Tailgate door opening height, 28.4". Total loading capacity, 85.9 cu. ft. **Sportwagon door opening width 55.1; height 28.5; loading capacity 97.8 cu. ft.

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