

BUICK

THE
MAGAZINE
FOR THE
IN
CROWD

Five famous models
look at five
famous models

The tuned car,
stage II

A visit to the Buick
Sports Hall of Fame

Four ways to put
a song in your heart

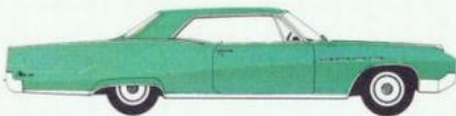
An album of
family wagons

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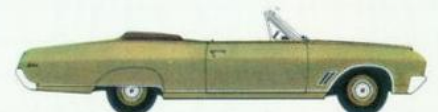
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BUICK

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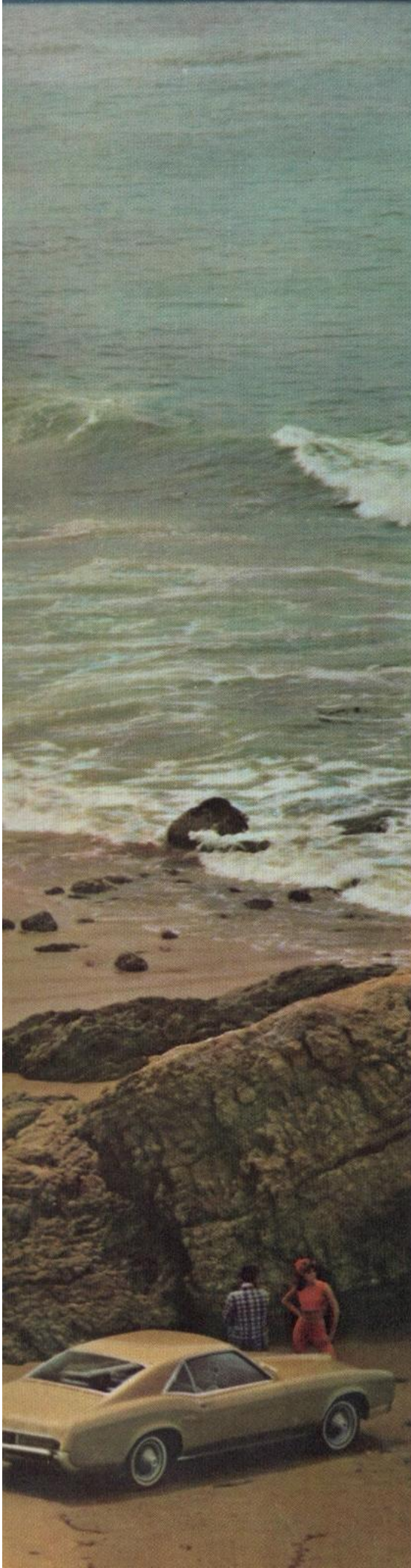
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General Motors Products of Canada, Limited reserves the right to change models, equipment, options or specifications at any time during the 1967 model year. Some of the equipment shown on cars throughout this book may be optional at extra cost.

Basic value in an automobile is something everybody understands. However, the intrinsic safety of an automobile is hardly, if ever, mentioned. Certainly Buick is providing everything in quality, dependability, value and reliability possible. Safety is an intrinsic part of everything engineered into Buick. In 1967, we continue to bring you a car that is engineered and designed with your security in mind. In addition to the basic safety concepts which are under the skin, there are some more notable features you should know about.

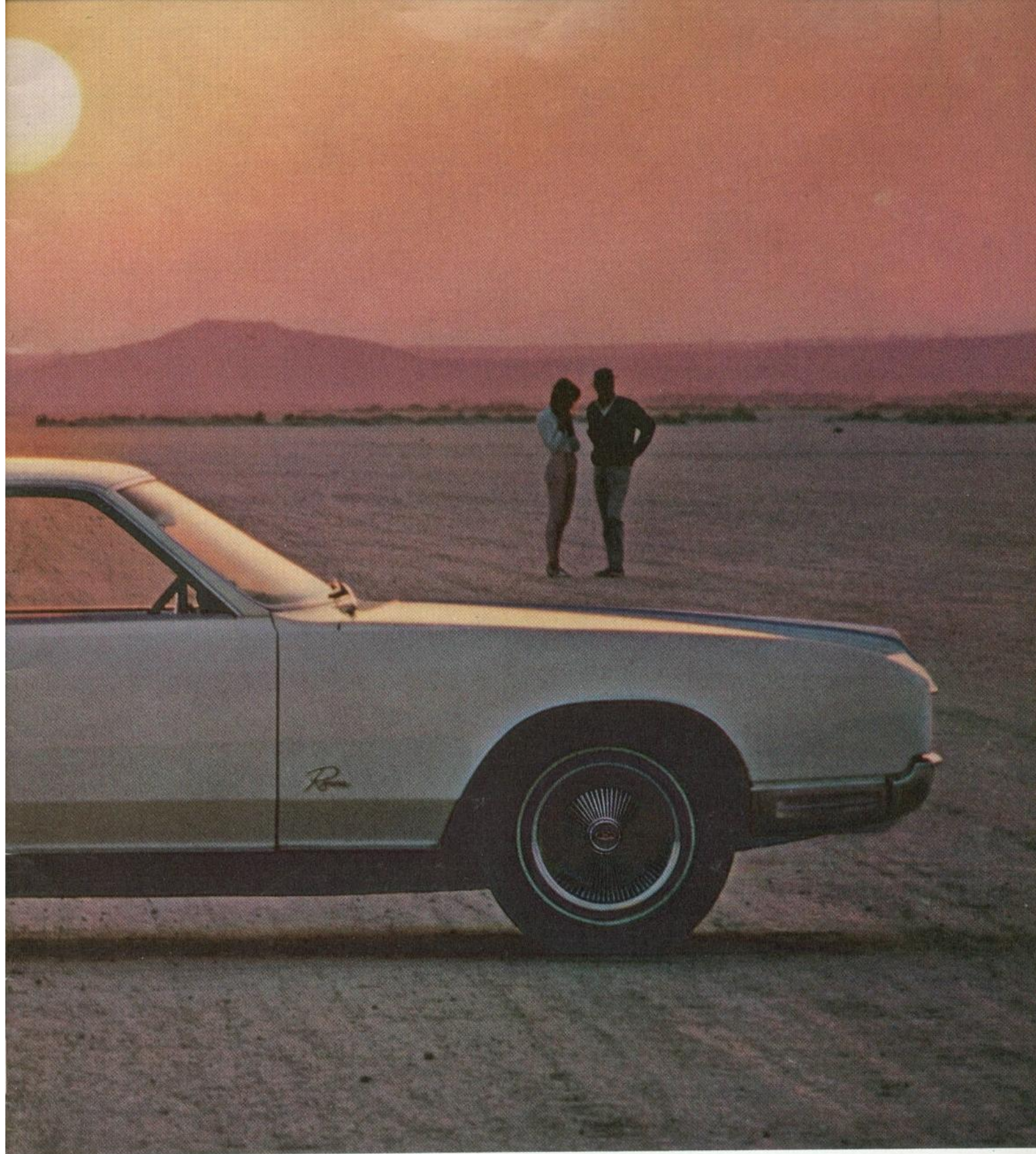
- Front seat shoulder belt anchors
- Padded instrument panel
- Padded sun visors
- Four-way hazard warning flasher
- Dual-master cylinder brake system with warning light
- Dual-speed windshield wipers
- Windshield washer
- Backup lights
- Outside rear view mirror
- Tire safety rim
- Push-button seat belt buckles—front and rear
- Energy-absorbing steering column
- Passenger-guard door locks—all doors
- Folding seat-back latches (wagons)
- Folding front seat-back latches (two-doors)
- Inside day-night mirror with shatter-resistant vinyl-edged glass and breakaway support
- Lane change feature incorporated in direction signal control
- Corrosion resistant brake lines
- Energy-absorbing steering wheel
- Energy-absorbing instrument panel with smooth-contoured knobs and levers
- Soft low-profile window control knobs, and coat hooks
- Front seat belt retractors
- Safety door latches and hinges
- Uniform shift quadrant (PRNDL)
- Thick laminate windshield
- Reduced glare instrument panel and windshield wiper arms and blades

There's a long list of optional features which can enhance the individuality of your new Buick and increase the comfort and enjoyment you receive in the coming months and years. These, when used with good sense and safe motoring practices, will help make your driving safer and more enjoyable. Your safety is important to us . . . make it important





RIVIERA.
The tuned car, Stage II.



Riviera, the luxury car from Buick.

An automobile whose styling, performance, ride and handling have been honed to a fine edge attained by few of the world's automobiles.

Riviera, a car that is as young as it is luxurious.

An automobile as much at home in Majorca as Montreal.

An international favorite.

Riviera.

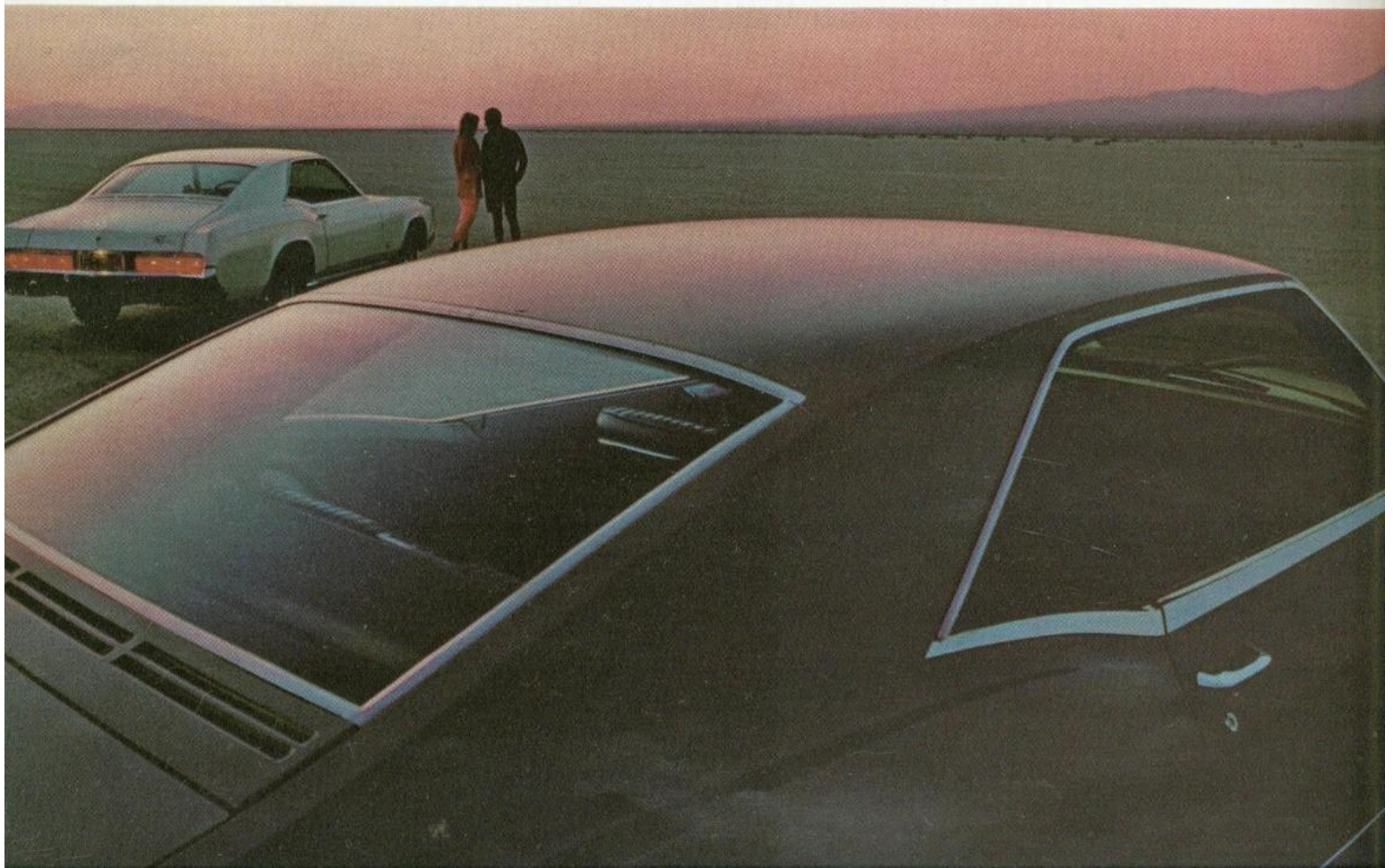
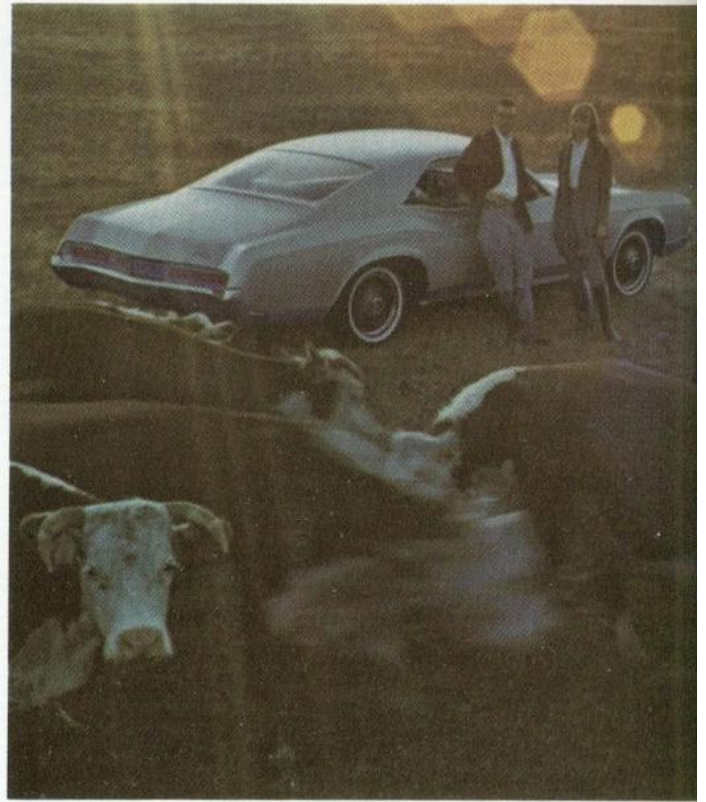
Look at it. Imagine yourself in it. Imagine that it's yours.

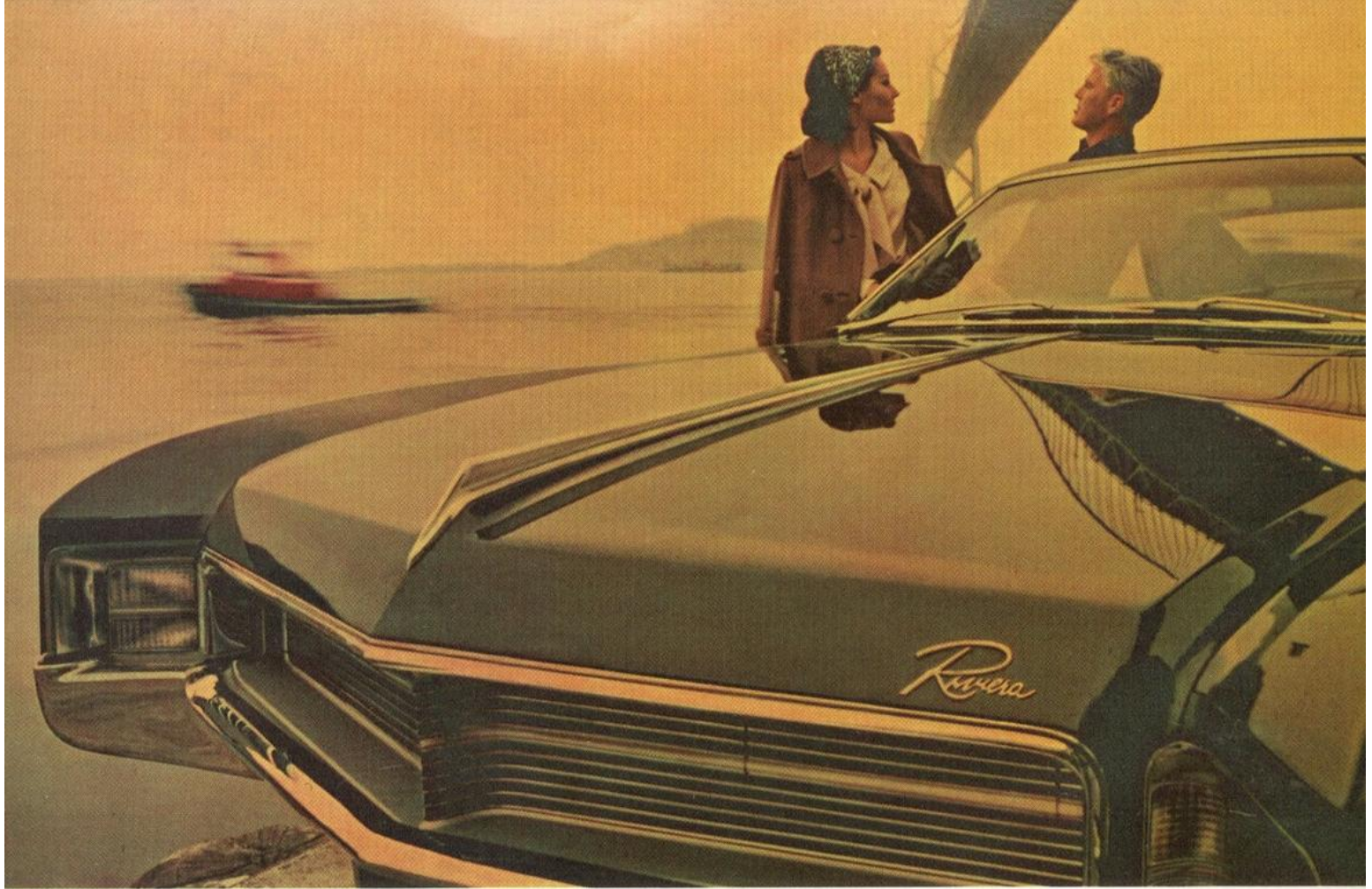
You see how eloquently it would speak for you.

Riviera, the tuned car.

Tuned to the road. Tuned to you.

The tuned car:
for people in tune with the world.





Riviera is the car in tune with today's world.
It's as exciting and dynamic
as the people for whom it is built.

A 430 cubic-inch V8 engine is standard equipment,
delivering 475 pounds/feet of torque, 360 horsepower.

Translated, those prosaic figures mean
Riviera has enough power to make the Rockies
seem like the prairie flatlands.

And Riviera's 119-inch wheelbase, extra width, and
rugged suspension make roads that ordinarily
would feel like the Rockies
as smooth as a satellite's orb.

Look closely. Do you see what's missing?
That little triangle at the corner of the front windows.

The '67 Riviera is minus vent windows.

To make you look better from without and see
better from within. And for ventilation,
vents forward of the hood bring outside air into the car
and a rear grille lets the stale air escape.

Riviera's standard equipment is detailed fully
elsewhere in this magazine, (page 28), but for an idea
of how complete this automobile is, here are a few
of its features:

Power steering. Power brakes. Automatic transmission.

Tilt steering wheel. Carpeting.

Padded instrument panel, padded sun visors. Backup lights.

Seat belts—front and rear with push-button buckles.

And more. Many more.

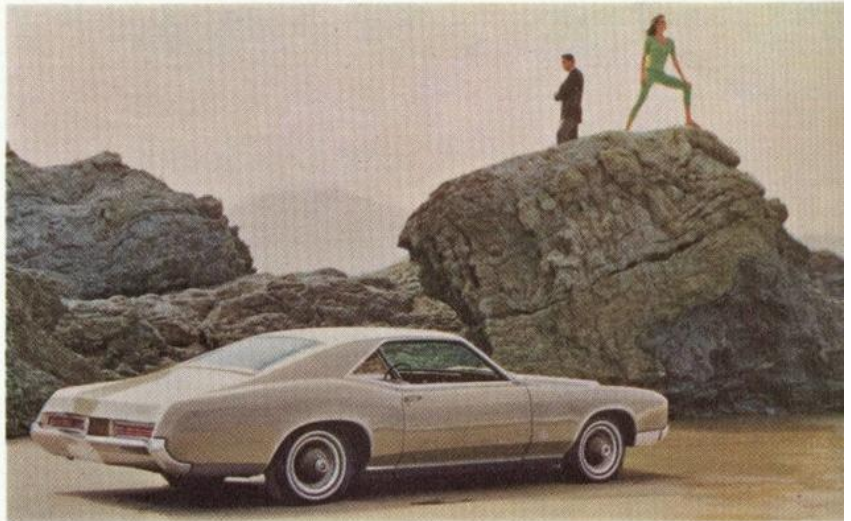
The Riviera GS?

The Riviera, but a little more sporty.

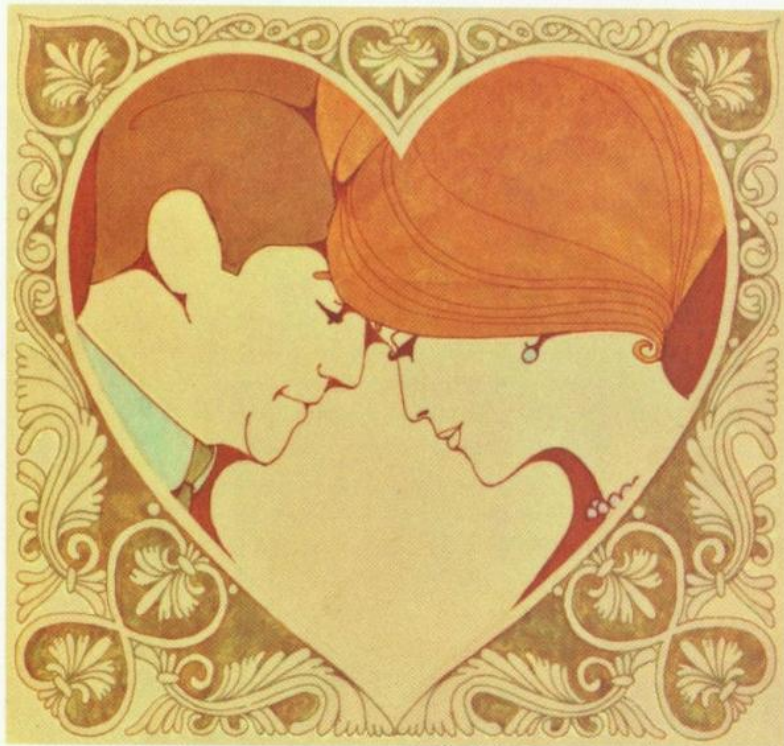
The car for those who want their Rivieras
even more special.

With a 4-barrel Quadra-Jet carburetor, heavy duty
suspension, positive traction differential,
and available with 15.1 ratio steering.

Now you know what we mean when we call this the tuned car.
It's the car tuned to you.



CONVERTIBLES TO PUT A



SONG IN YOUR HEART

These are the melodies that build our '67 Buick Convertible rhapsody. The soft caress of summer sun... a vaulted roof of stars... the sigh of wind in the trees... the rhythmic chuckle of rolling tires on warm pavement, all are preludes to that certain time when you climb into your new convertible by Buick and drop the top, color-keyed to exterior body color.* It's a great, free feeling that must be experienced. It's a feeling that truly puts a song in your heart.

Electra 225... Bolero in sophistication. The subtle throb of power, sparkling embellishments on style, luxury in custom interiors.

Wildcat... Serenade to people on their way. Wildcat pulses with response and agility on the road in any model. But, put a convertible top on it and you've got lighthearted living with flair. Wildcat, tuned to perfection... the going-places machine.

LeSabre... Ballad to the girl next door. Popular beauty arranged with comfort, style and fine taste to reflect quality in every line.

Skylark... Swing with a Swinger. It's the popular Skylark convertible that sets a trend in style, tone, size and performance. The dash and color are all strictly Buick, but the price is less than you'd think.

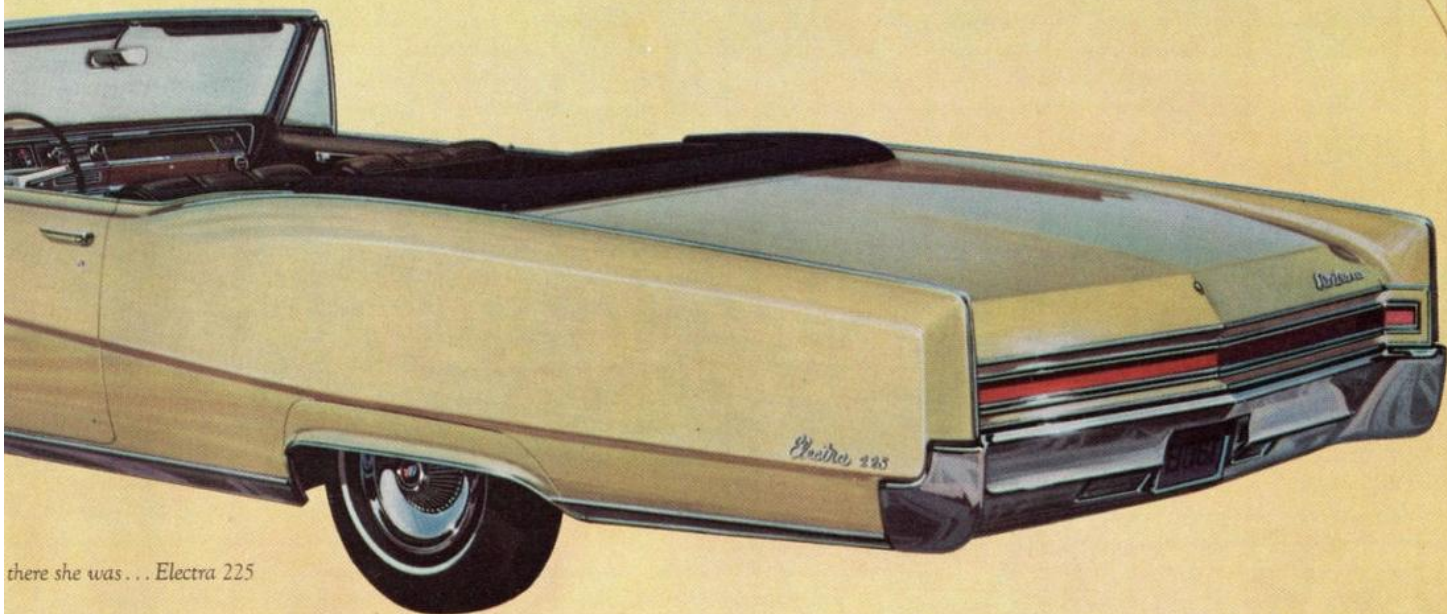
*Convertible tops available in black, light blue, white or cream.



Suddenly



Spring was never like this.

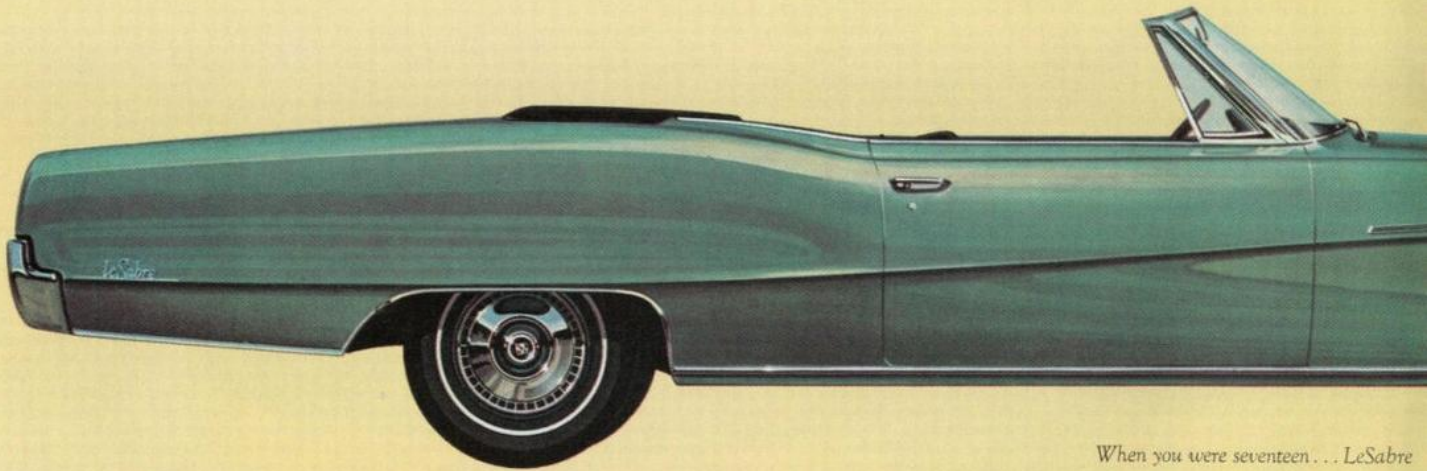


there she was... Electra 225

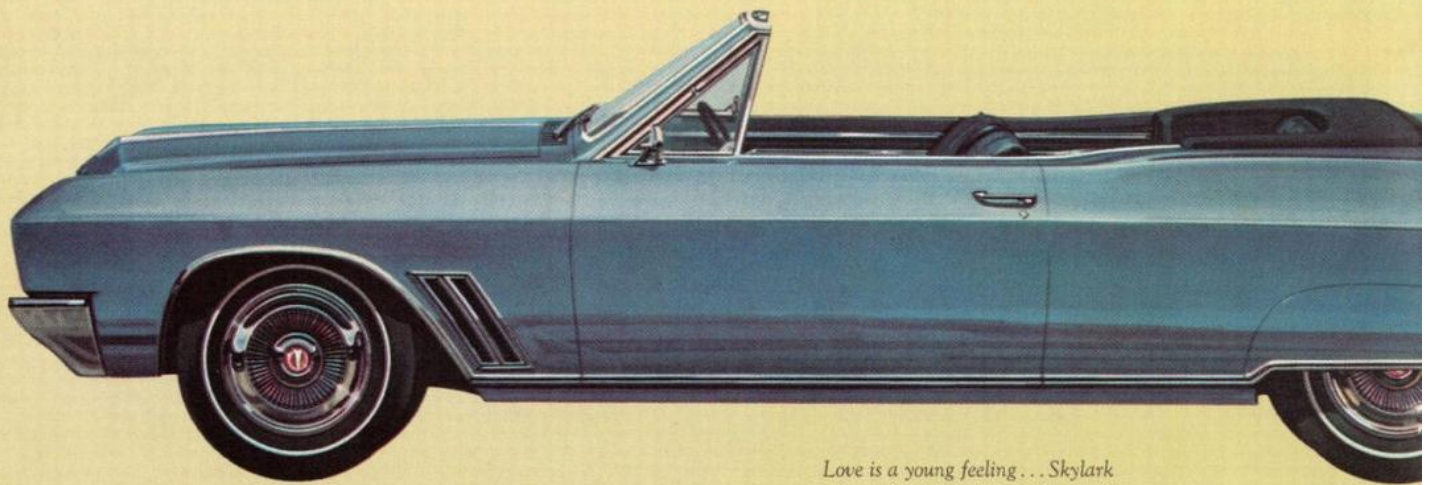


Wildcat

(Some of the equipment shown on the cars illustrated is optional at extra cost)

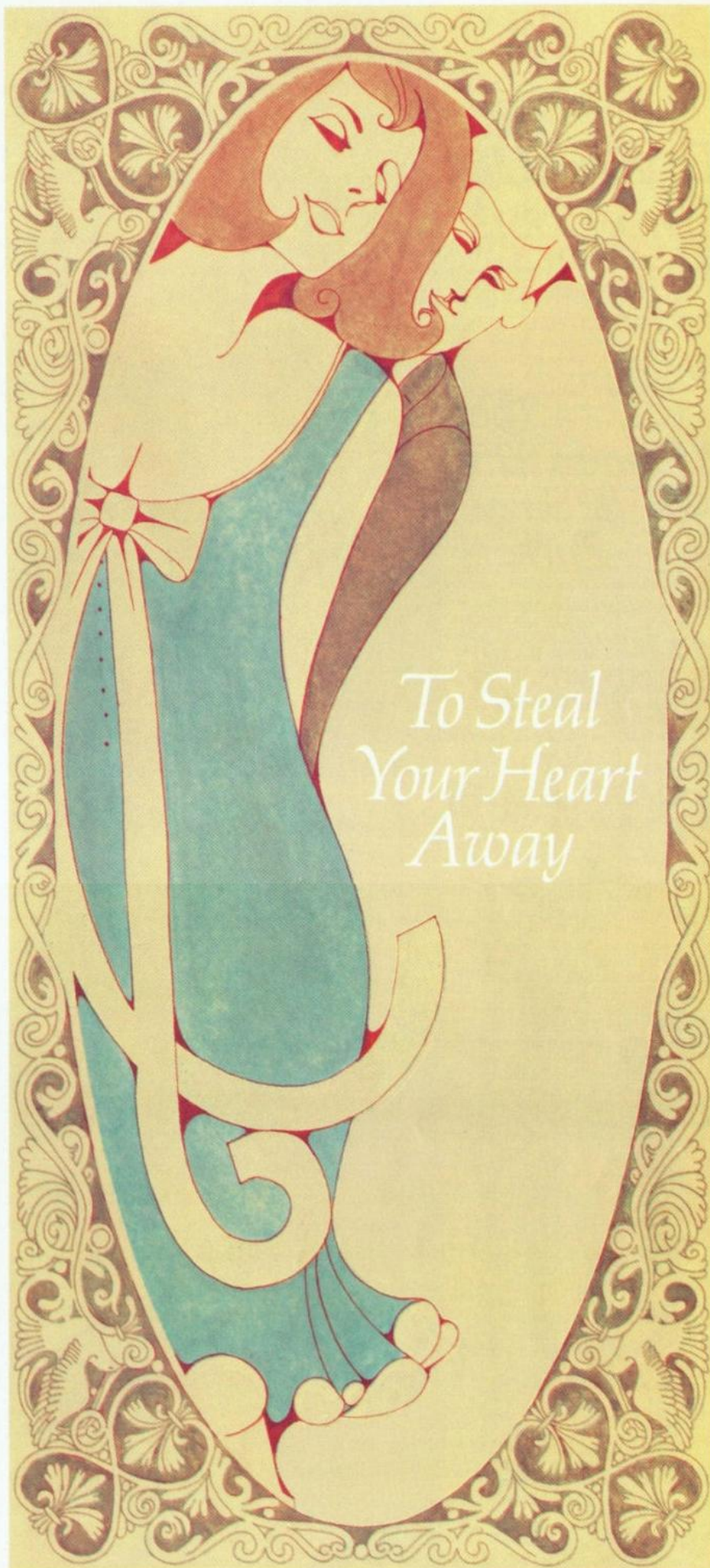
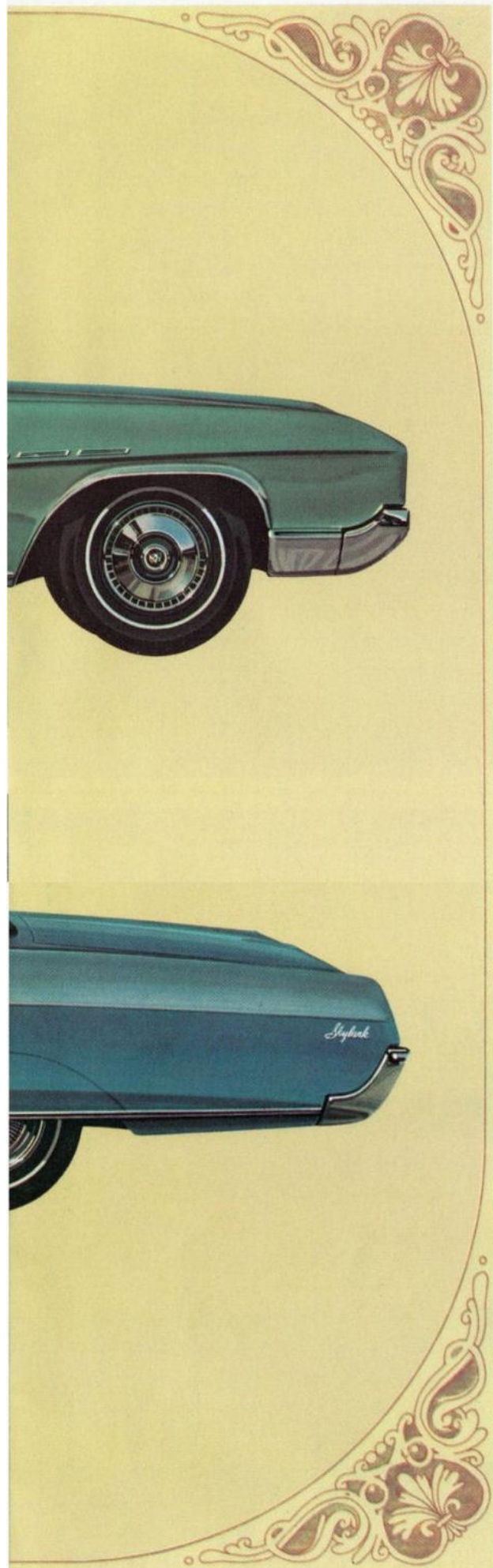


When you were seventeen . . . LeSabre



Love is a young feeling . . . Skylark

(Some of the equipment shown on the cars illustrated is optional at extra cost)



The Fashionable Two-Doors

AS SEEN BY FIVE FASHION MODELS

The Electra 225 & Suzy Parker

"A woman should think of her car as a personal accessory like jewelry. She doesn't wear just any piece of jewelry and she shouldn't wear just any kind of car. When you're in a car, you're really wearing it and people's opinion of the car is their opinion of you. To me Buick is like a fine piece of jewelry. It looks good; it has fine architectural lines. But it's even nicer inside. It's nice to drive, but it's a lot more fun just to ride in and enjoy."

Electra 225

Our answer to those who think high fashion is haughty fashion.

Electra 225 is the luxury car built for the man or woman young enough to enjoy a luxury car.

It's as fresh and vital as the owner it's built for. Its look?

Low. Lengthy. A look of motion, even at rest. A look that begins with a newly designed roofline, sweeps aft from unique grillework, ends with a new deck lid and port-to-starboard taillamps.

Its cabin. A pleasant retreat.

With more than 40 inches of legroom, 38 of headroom, 60 of shoulder room. With carpeting that climbs part way up the doors. (Custom models have wood grained door mouldings.) With power steering,

power brakes, automatic transmission, electric clock, and many other standard items. If you can think of some additional feature you'd

like that isn't standard on this Electra 225, just ask. It's probably available, too. Now add horses.

360 horses corralled in the new 430 cubic inch engine. Harness to a

Super Turbine automatic transmission, turn the ignition key, and move out in a way you'd never expect in a luxury car.

Electra 225 haughty? Stodgy? Never.

See for yourself. Try either the

Electra 225 or the Electra 225

Custom for yourself. Whichever

Electra you choose, wear it in style.



FASHIONS BY OSCAR DE LA RENTA. HAIR BY INGRID OF KENNETH. JEWELRY BY J.K.L.



The Wildcat & Wilhelmina

"I am an old racing fan. I even used to race automobiles . . . as a sport. So you see, I know cars quite well. I know what they should be and what they are. Buick is a very good car; it is strong, but quiet. I can sense its strength and power."

"But what makes Buick one of the world's best automobiles is that it is a complete automobile. It has power, yes. But it is also luxurious. It is sporty. It is elegant. It is tailored."

"I think North American automobiles have undergone the same kind of change as fashions in the last ten years. They've become very young. But too often they're showy. Perhaps this is why I've always appreciated Buick. It is very modern. But it is also very elegant. When I saw this Wildcat, I fell madly in love with it."

Wildcat

Say its name again and you'll sense how it's meant to be worn. Wildcat. It's as low, long and sinewy as its namesake. With more power. Wildcat. How can we describe the Wildcat fashion? Its looks are all its own; there's nothing quite like it on the road. You don't buy clothes that look like everybody else's . . . why buy a car that does? Be sure you notice its grille. It's almost as wide as the car and as striking. Notice the taillamps: two horizontal bands extending from one side to the other. The car between grille and taillamps? You won't have any trouble noticing that for yourself. Inside our car? Luxury the likes of which the animal kingdom has never seen. Seats that are contoured to fit you . . . your shoulders, your back, your legs. Carpeting that's made for bare feet, on the floor and on the door panels. Room for a family of giants. Wildcat's 126-inch wheelbase gives you room to stretch out in. 37 inches of headroom give even your rear seat passengers room to sit up in. Standard equipment? Start counting with finned aluminum front brake drums and 15 inch wheels. Include loads of other important features. But save the best for last: the new 430 cubic-inch V8 engine. It's standard on Wildcats, including the Wildcat and Wildcat Custom Coupes. 360 horsepower . . . standard. 475 pounds/feet of torque standard. There's a lot more we could tell you about the '67 Wildcats, but why spoil the fun of trying one on for yourself? Go ahead. You won't regret it. Grr-r-r.

(Some of the equipment shown on the cars illustrated is optional at extra cost)

FASHIONS BY PAULINE TRIGERE. HAT BY EMME.



The LeSabre & Dolores Hawkins

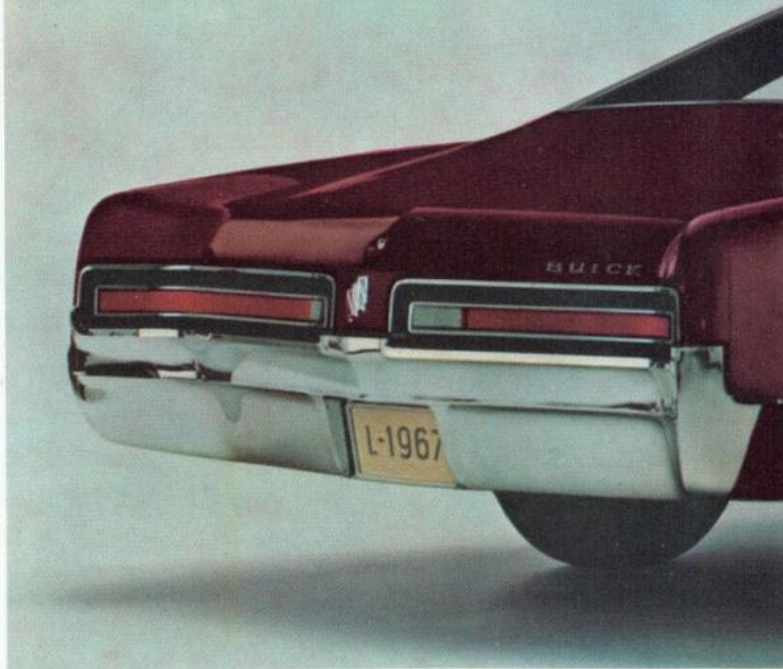
"My husband and I have a farm in New York near the mountains with lots of room for our horses. Can you see what would happen if I drove up to a horse show pulling my trailer with this chic LeSabre?"

"The ideal thing for me would be to have a Buick station wagon for the farm and this LeSabre for going places and to use in New York."

"I think a woman should always wear the things that suit her, not just the things that are in vogue. I like simplicity in everything I wear. I think that you have to choose a car the same way you choose your clothing—it should be suited to you. It should fit you and the things you like. The LeSabre's a very special car; you can see that immediately."

LeSabre

A high fashion original for those who think they can't afford one. What makes the 1967 LeSabre a true Buick original? To answer one question with another: what other automobile offers as much for as little? There's nothing puny about LeSabre. It spans more than 18 feet in length. Its width reaches nearly seven feet: six feet eight inches, to be exact. Its wheelbase stretches a full 123 inches. There's nothing lacking about LeSabre. We didn't skimp in size and we didn't skimp in content. If it's standard equipment you want, LeSabre's riding room is replete with it. Nylon-blend carpeting. Seat belts—front and rear with pushbutton buckles. Padded instrument panel and padded sun visors. Heater. Defroster. Inside and outside mirrors. Brakes that adjust themselves. And many equally impressive and important et ceteras. There's nothing petty about LeSabre's under-the-hood features, either. If its size and equipment don't get you, the way it handles will. A 340 cubic inch V8 delivers all the oomph you'll need. And LeSabre's size pays off again in smoothness, in surefootedness, in riding comfort with a capital "C". There's everything high fashioned about the looks of our coupes. LeSabre and LeSabre Custom. Look. At the sweep of the side. At the breadth of the grille. At the taillights. At a car that's a lot more car than you'll have to bargain for.



FASHIONS BY CHUCK HOWARD OF TOWNLEY. SHOES BY CAPEZIO.

The Skylark & Dolores Wettach

"I have an old 1940 Buick. Right now it's sitting in Vermont in my sugar orchard. When I gather maple syrup in the springtime, I sit in it to keep warm. When my father hunts, he uses it, too, but he thinks I should get rid of it. I don't want to. I always like to hang on to things that mean something to me."

"I've always been very competitive. I love to win. I love the winning sense of strength and power in certain cars. I can see it in this Buick."

"How would I use this Buick? I'd put my dog in it and go for long rides in the country . . . anywhere. Or better yet, I'd use it to take my mother to Alaska in . . . she always jokes about panning gold and you'd certainly need a tough car up there."

Skylark

Just the car to wear anywhere. You'll look as good as you would if you were driving something costing much more. And you'll look shrewder because you didn't dish out the extra dollars. With a car as young and good-looking as this, who needs to spend more money anyway? Take it to the Laurentians or the Rockies. Good looks aren't all you get in a Skylark. It's brawny enough to take on the toughest terrain. And handles easily enough to let you enjoy every inch of the way. Take it to Grandma's. There's enough room for the whole family, plus a bundle of baggage. More than 36 inches of headroom in the rear. More up front. And almost five feet of shoulder room. (Now, who do you know that wide?) Take it to the gas pump. Seldom. Skylark's standard engine, the 300 cubic inch V8 may burn up the road, but it won't burn up the fuel. Take it anywhere. Enjoy it everywhere. It's built that way . . . to suit you. Which is why Skylark's standard equipment includes so many important items (like those stylish fender skirts on the Skylark above) and more options available to individualize your car than ever before.



(Some of the equipment shown on the cars illustrated is optional at extra cost)

FASHIONS BY CHUCK HOWARD OF TOWNLEY.



FASHIONS OF ATELIER BY GAYLE KIRKPATRICK.

The Special Deluxe & Penny Ashton

*"I think this Buick
is a real groove.
It's a sharp car.
It's clean. It's fine.*

*It's smooth. It's a conservative car, but in a chic sort of way.
"I like way-out things, young things, different things. But I don't like gimmicks.
I like things that are so clean they're really outstanding.*

*"When I dress to go out, I wear plain things, clothes with beautiful lines
and beautiful cloth, but young clothes. I think it's more
important that the things you wear show you off than just show off themselves.*

*It's the same with a car.
"A car has to complement you. It has to make you look good.
And this Buick Special Deluxe would make anyone look good."*

Special Deluxe

A Sunday-go-to-meeting, Saturday-go-to-picnic outfit for the young family. Put two good-size sofas end to end and you've got a pretty good idea of how long the Special Deluxe is: 17 leg-stretching feet. And it's nearly as wide as one of those sofas is long: six and a quarter feet. Try that on for size some afternoon with a catnap. (You'll notice the seats are like sofas in more ways than one.) While you're relaxing, check out the rest of the Special Deluxe interior. We call it a "ridingroom," and we build it like a livingroom. The Special Deluxe wall-to-wall carpeting is soft enough and thick enough to comfort the weariest soles. And it's tough enough to stand up to the scrapes and splashes of an army of kids. Outside? Just look for yourself. How would you describe it? Young? Impressive? Smart? It's all that. It's more. It's whatever you want your car to be. It's a youthful, impressive automobile—from the new, full-width grille to the recessed taillamps. And it's just as young under the hood. Standard six is a 225 cubic inch V6 and the standard V8 is a 210 hp, 300 cubic inch V8. Hitch those horses to the three-speed stick on the column and you can stand up to anything. Especially the gas pump.

*This is our
new Buick
Sportwagon.
Dad doesn't
let mom
drive it much
when he's
around*



That's mom below. She says the ~~Sportwagon~~ Sportwagon is real easy to drive.



If all you want is cargo space, get a prairie schooner. If it's cargo space, comfort and great new Buick lines you want—get a Sportwagon. It's a giant of a wagon. Up to 100 cubic feet of cargo space or full 3-seat passenger capacity. There are four to choose from: a Custom 2-seater and a Custom

3-seater, both with or without simulated woodgrain paneling. The third seat faces forward which is the only civilized way to travel.

Did we say comfort? We mean Buick "sedan" comfort. Features such as a tinted glass skyroof that gives the Sport-

wagon a spacious look and feeling, plus easy-to-maintain interiors in solid vinyl, a suspension system that lightly skips over bumps and ruts. Options like an automatic level control that maintains your wagon at the proper level even when fully loaded, luggage rack and lockable compartment

*An Album
of Family
Wagons*

This is me and my brother. We have two whole seats to ourselves, but we mostly we sit together.



*Sometimes we just sit
on the fence and get our
pictures took.*

—and all the power and convenience features normally associated with luxury sedans.

Sportwagon is a lively eyeful too. Clean, flowing lines for that balanced finished look that's so characteristic of Buicks in general. On the woodgrain models the wood grain panel-

ling is featured above the rocker panel and across the tailgate. Chrome wheel moldings round out the tasteful side appearance. Sportwagon doesn't move like a lumbering giant either. The standard engine is an economical 220-hp V8. An optional Sportwagon package consists of a three-

speed Super Turbine transmission coupled with a 260-hp V8.

Truly, the Buick Sportwagon is everything a wagon should be and everything a Buick is.

Some of the equipment shown on the cars illustrated is optional at extra cost.

The Four Doors Visit the Sports Hall of Fame

Sam Snead with the Buick Electra 225 four door



Sam Snead is a natural for the Sports Hall of Fame. At 54, "The Slammer" continues to smash his near-legendary drives straight down the fairway. In almost 30 years on the pro tour, Snead's won almost every title worth having, at almost every course worth playing. Quite a record.

The Buick Electra 225 four door has a record to be proud of. This one is no spectator. It's a luxury car that doesn't sit on the sidelines when it comes to action and performance. Buick refuses to believe a fine car has to be dull. That's why they put a new 360 horsepower V8 under the hood. Then added power steering and power brakes and a quick three-speed automatic transmission. (What a power team!) Your Buick dealer has all the exciting facts about both *Electra four doors, the hardtop and the thin-pillar sedan*. You may choose from a Standard or a Custom series in both models. Watch yourself turn on when you test drive one.

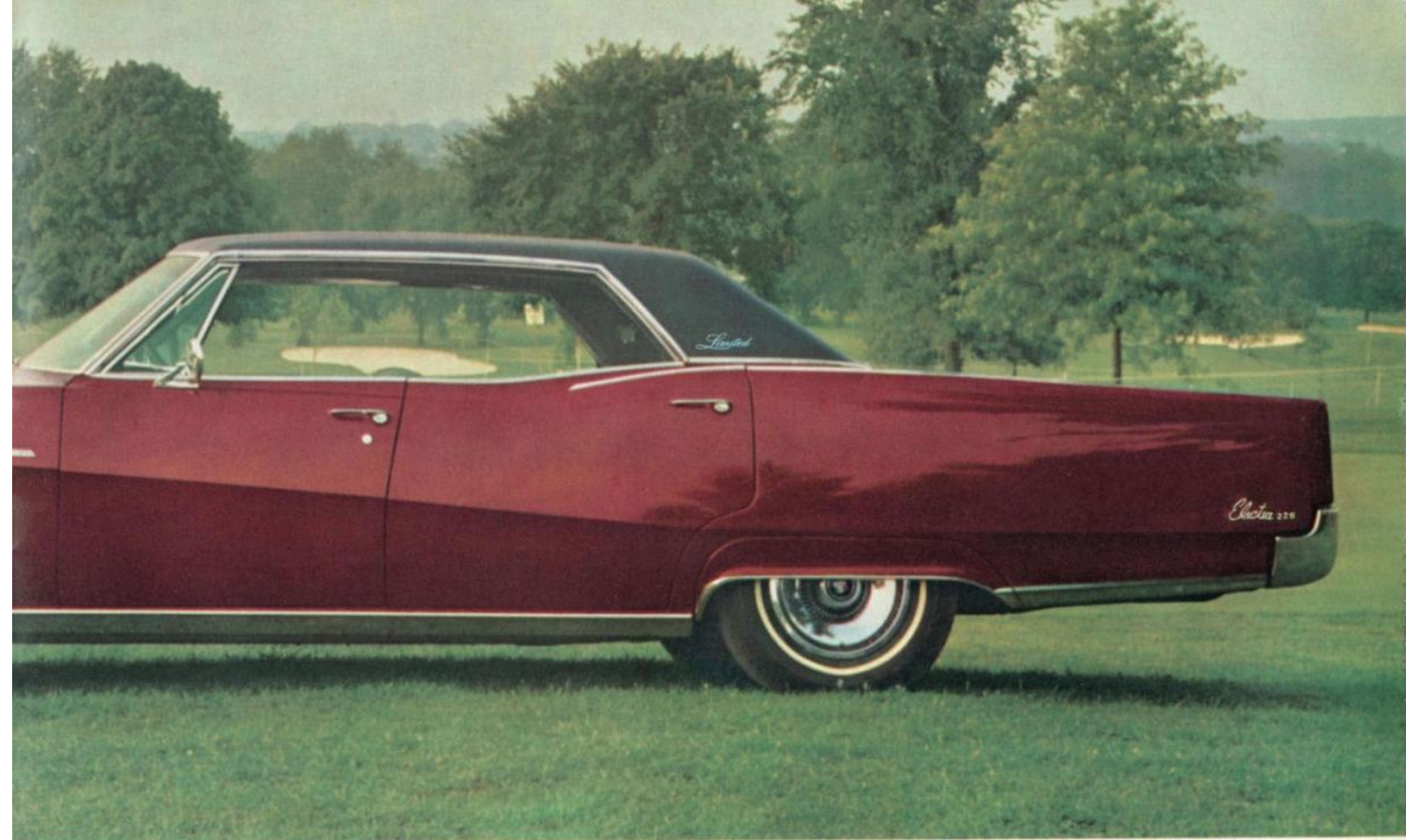
Joe Schmidt with the Buick Wildcat four door



Joe Schmidt pulled a switch on pro football. Used to be defensive linemen just plowed ahead and hoped for the best. Not Joe. In his 13 years with the Detroit Lions, he helped pioneer the fast and deadly middle linebacker position. He was defensive unit captain for nine years straight, and was voted his team's most valuable player four times. Today, Joe is a Lions' Coach.

Another switch—a performance car that looks like a luxury car. Buick Wildcat four door. Its styling is even more rakish for 1967. Its plush interiors are a story in themselves. (See page 24.) Its performance is something you have to feel to believe. This year Wildcat comes with a three-speed Super Turbine automatic transmission as standard equipment. Added to Wildcat's 430-4 V8, this car can take the knots out of any road. (Our suspension makes the ride so smooth, you'll probably never notice the knots). Buick Wildcat is a winner for 1967. See both *Wildcat four doors (the hardtop and the thin-pillar sedan)* at your Buick dealer's . . . where good driving begins. (The Wildcat four door hardtop is available in both Standard and Custom series.)





(Some of the equipment shown on the cars illustrated is optional at extra cost)



Ted Lindsay with the Buick LeSabre four door

Ted Lindsay had all the right moves as a pro hockey player. In a game noted for fierce players, Lindsay was the fiercest. He was at the same time the highest-scoring left winger in the history of the NHL, and its most penalized player. He spent 14 years with the Detroit Red Wings and kept pace with the best of them.

The Buick LeSabre four door also has the right moves to keep pace. Price is one of them. LeSabre costs about the same as some smaller cars, but what a difference. This is a Buick—a full-size Buick—with Buick styling and quality throughout. There's a 220 horsepower V8 under the hood as standard equipment. Inside, you get thick carpets that fit right (how many cars can make this claim and mean it?) and richly upholstered seats that make LeSabre almost as comfortable as your own living room. Check into both *LeSabre four doors* (the hardtop and the thin-pillar sedan) at your Buick dealer's. You have a choice of Standard or Custom series in both models. This year, wouldn't you really rather . . . ?

(Some of the equipment shown on the cars illustrated is optional at extra cost.)





Bob Cousy with the Buick Skylark four door

Robert Joseph Cousy patented his own style as a basketball player. His backhand passes and behind-the-back and double transfers made him the cagiest floor man ever to play the game. In 14 years with the Boston Celtics, Cousy totalled a record of scoring assists that still stands in the NBA. Someone may equal this record someday, but not with the style and finesse of Bob Cousy. He's one of a kind.



In cars, the Buick Skylark four door is one of a kind. A quick look proves it. Skylark's low body shell and bright trim work make this one a stand-out. (Add a white, black, dark blue or dark green vinyl roof and you've got a car that's as much at home at opening nights as it is at a basketball game.) Skylark's performance matches its good looks. You have a choice of two powerful V8 engines. A 220 horsepower 340-2 V8 is standard. And you can order a smooth Super Turbine transmission, power brakes and power steering to round out your performance team. Skylark is guaranteed to produce envy in anyone who settled for less. Take a test drive soon, and watch the heads turn.

Frank Crosetti with the Buick Special Deluxe four door



Frank Crosetti has made the scene with the New York Yankees for 35 straight years. He was an infielder for 17 of them. As a shortstop, Frank tied the record for the most runs scored in a single game of a World Series, and once led the league in stolen bases. Frank is now the Yankee's third-base coach.

The Buick Special Deluxe four door makes the scene beautifully in Buick's 1967 lineup. It's an economy car styled like a luxury car. Standard engines are a 225 cubic inch V6 and a 300 cubic inch V8, depending on the model, and a three-speed manual transmission. Best of all it's a Buick. That means a car that gives you a solid feeling on the freeway . . . even when there's a crosswind . . . plus fine interior fabrics and carpets that fit right. See the Buick Special Deluxe at your Buick dealer's soon. You'll find you can own one for less than you might think . . . and it's a Buick.

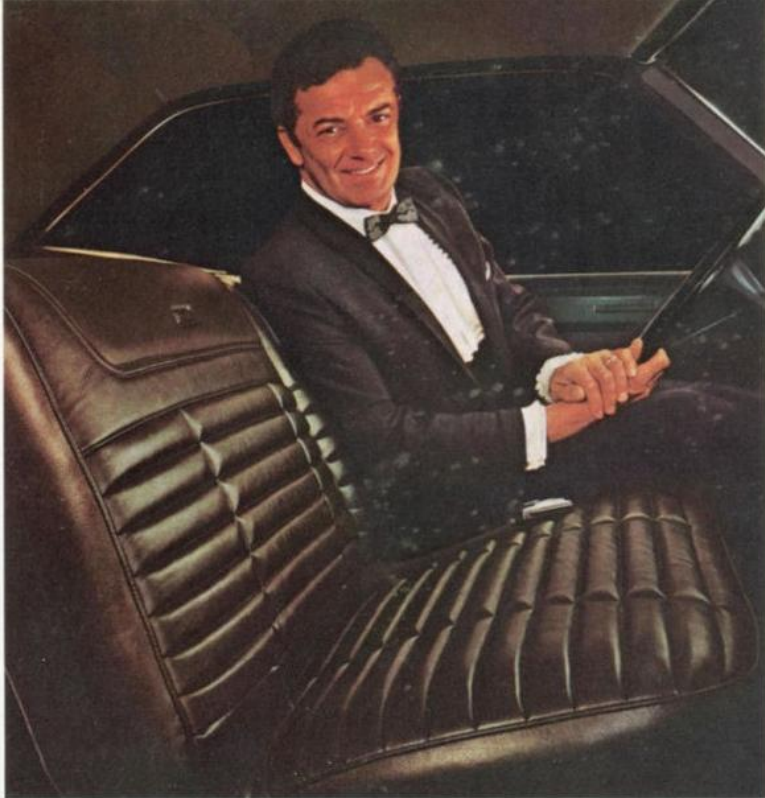
(Some of the equipment shown on the cars illustrated is optional at extra cost)



Diana Lynn and friends

AT THE '67 PREMIÈRE OF BUICK INTERIORS





This is the standard Riviera interior—if you can call such luxury standard. Bench seats made of flexible Madrid grain vinyl in dove or black. Bucket seats are also available in dove or black. When the console is ordered, the automatic transmission shift lever is transferred from the steering column position and changed into an inverted "U" shape control atop the centre console.

"Here's a talented fellow, Cornell Wilde, who made his name as a movie star—which is what he is in 'The Naked Prey,' his new Paramount release. He also made his mark with this film as a producer-director with critical raves at home and abroad."



The sheer size and comfort of Electra 225 is manifest in the Madrid grain vinyl notch-back seats shown above. They're standard equipment in the Custom sport coupe, convertible, and available at no extra cost in the 4-door Custom Electra hardtop and 4-door sedan. The standard bench seat in the Custom 225 4-door sedan and hardtop sedan uses Barcarole for the broader areas and Bard cloth for a tasteful tapestry accent.

"The face is familiar but I can't seem to place the name. Let me see Moses? No. Michelangelo? No. Ben Hur? No. Charlton Heston? Of course. And currently complicating matters even further by playing Chinese Gordon in 'Khartoum,' a United Artists' release."

"Khartoum" is a Julian Blaustein Production

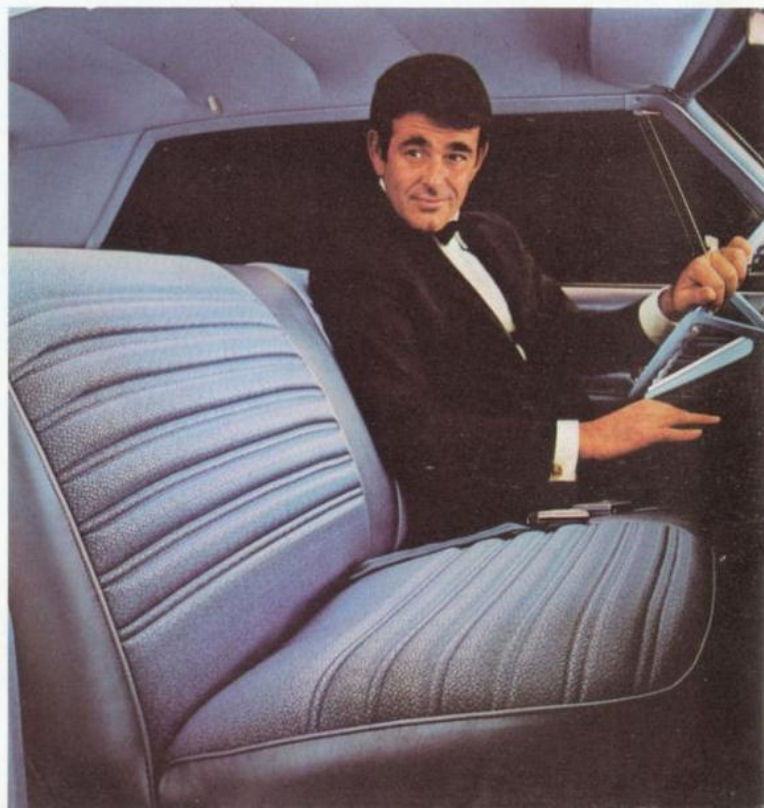
Custom Wildcat interior features Madrid grain vinyl notch-back seats—beautifully contoured for maximum driving comfort. Available in the sport coupe and 4-door hardtop sedan in blue, dove, aqua or black and the convertible in blue, dove, red or black. Black bucket seats also available in sport coupe and convertible.

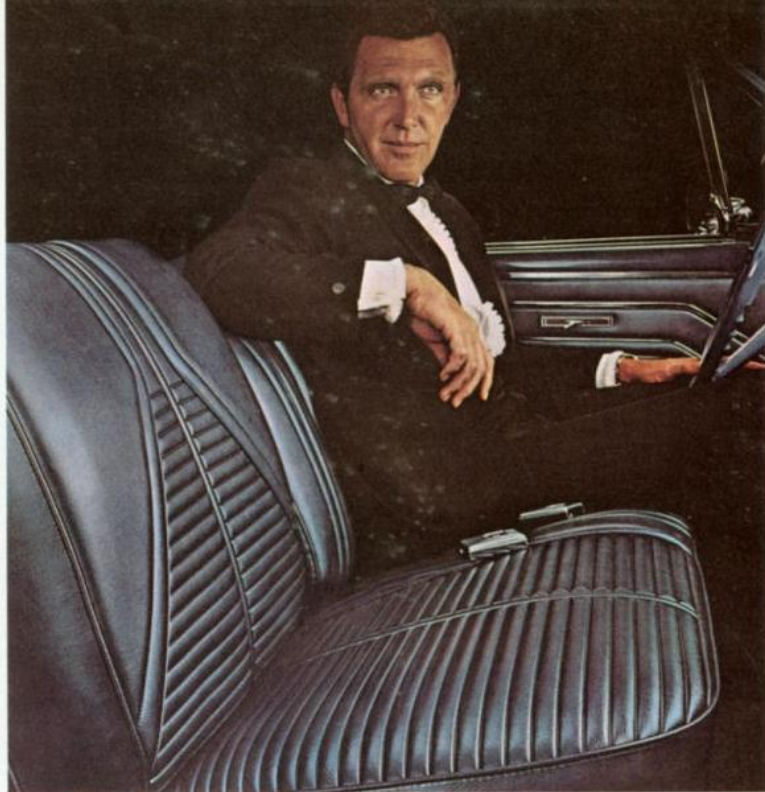
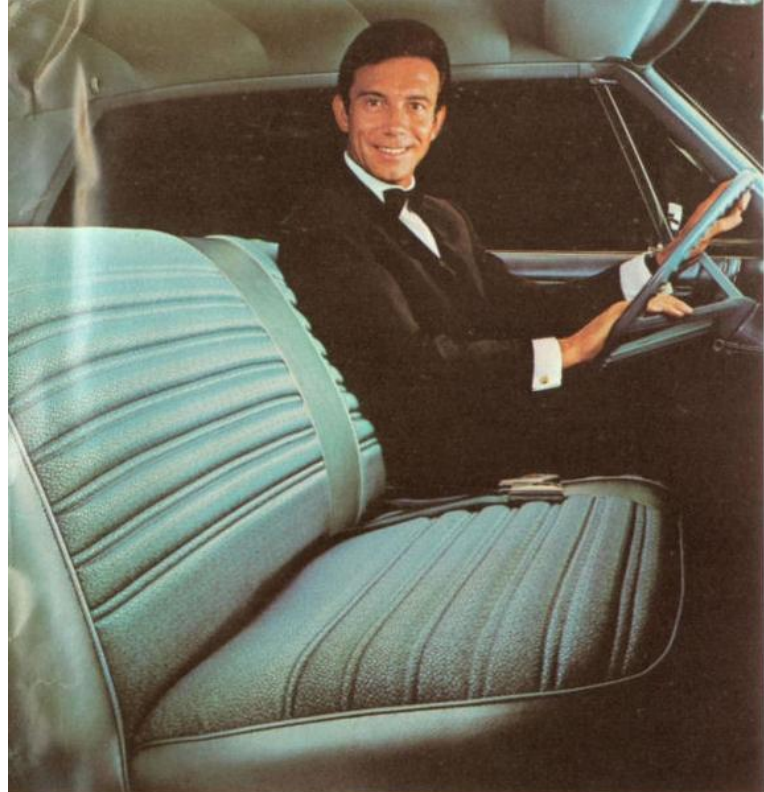
"Know this guy? It's Bill Bixby, star of MGM's 'Doctor, You've Got To Be Kidding.' Bill is best known for his TV role in 'My Favorite Martian'—a logical place to develop a taste for out-of-this-world transportation."

Mr. Bixby can also be seen in Columbia Pictures' "Ride Beyond Vengeance"

This richly-styled bench seat is standard equipment in the Wildcat 4-door sedan and 4-door hardtop. Made of Bracalla cloth and Madrid grain vinyl, it comes in blue, maroon, champagne or aqua and is available in blue or champagne in the Sport Coupe. Also available are all-vinyl bench seats in the Wildcat sport coupe, hardtop sedan, 4-door sedan and convertible and black all-vinyl bucket seats in the sport coupe.

"The last time I saw Stuart Whitman he was hanging from the undercarriage of a 1911 airplane. But I understand he plays a rather down-to-earth role in his latest Warner Bros. movie 'An American Dream'."





Standard trim for the LeSabre is characterized by seats of Bordeaux body cloth and Madrid grain vinyl in green, blue, champagne or black. A variety of seats comprise the Custom LeSabre series available in Bracalla cloth and/or Madrid grain vinyl depending on the model.

"Tony Franciosa's swinging career takes him from film to film these days. One, the aptly titled Paramount film, 'The Swingers.' His other projects include 'Assault on a Queen' and 'The Girl Nobody Knew.' 'Assault on a Queen' is a 7 Arts-Sinatra Enterprise. 'The Girl Nobody Knew' is an NBC-TV Production

Featured above—the standard Skylark Convertible interior with notch-back bench seat in all-vinyl blue, saddle, and black. The standard Skylark Sport Coupe interior with bench seats features an attractive combination of Beaufort body cloth and Brent bolster in gold and black.

"You're looking at 'The Man Who Never Was.' At least that's who Robert Lansing is (or isn't?) in his new ABC-TV series. Bob also takes on 'Namu The Killer Whale' in his latest United Artists' release." "The Man Who Never Was" is a Palomino Production in association with 20th Century-Fox TV; "Namu The Killer Whale" is an Ivan Tors Production.

Beautiful Madrid grain vinyl bucket seats are available as an extra-cost option on Skylark Sport Coupe and Convertible. In the Sport Coupe, these seats are available in blue, fawn or black. In the Convertible, these seats come in blue, red or black. The seats feature deeply-pressed horizontal lines in the seat cushion and back areas, with the same theme carried into the door panel design.

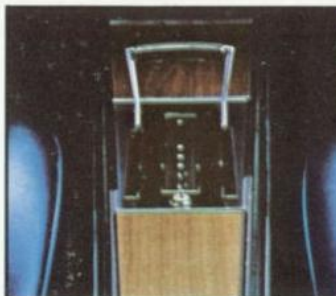
"Ah yes, if you had chased—and caught—as many pretty girls as Bob Cummings, you'd be smiling too. How does he do it? 'Promise Her Anything,' which is also the name of his current Paramount film release." Mr. Cummings also appears in "Stagecoach," a Martin Rackin Production, for 20th Century-Fox

Rugged Custom Sportwagon interior with child-proof vinyl is featured throughout as a sensible approach to high style for young families. The exposed stitch seat cushion and back insert area is bordered by a tooled overlay of colored vinyl—a motif that also appears on the upper door panel.

"That Buick Sportwagon must really be something to seat comfortably the likes of Fess Parker. Why he's as tall as Daniel Boone. As a matter of fact he is 'Daniel Boone' on NBC-TV. Fess also stars in a current motion picture, the remake of 'Will James' 'Smoky', a 20th Century-Fox release." "Daniel Boone" is an Arcola-Fespar Production "Smoky" an Arcola Pictures Production



YOUR BUICK CAN BE AS PERSONAL AS YOUR FINGERPRINTS



Full-Length Console Add the sports look to your Buick with the full-length console. Built-in package compartment and sleek styling make it a great addition to your Bucket Seat choice in Skylark, Wildcat and Riviera. (Available only with Bucket Seat and automatic transmission.)



Radio Quality AM-FM conventional, or stereo for the purist. (Stereo is available on LeSabre, Wildcat, Electra 225 and Riviera.) Safety-styled control knobs are larger and have rounded edges.



Vinyl Roof Covering Turn your Buick into a town car with the beautiful lightly-textured vinyl roof covering that makes your Buick an eye-catcher. Colors: White, black, dark blue, dark green. Consult your Buick dealer for model availability.



Power Seats Adjust your position for the greatest in custom-padded comfort, automatically, with power seat options.



Tilt Wheel Buick's answer to the multi-driver families. Simply move a lever and the wheel swings up or down, wherever you want it. Standard on Riviera. (Not available with 3-speed manual transmission or on Special Deluxe or Skylark.)



Power Steering and Brakes The convenience of power steering and brakes adds tremendously to your driving pleasure. Parking's a snap. Stopping is positive. (Power Steering—Standard on Riviera, Electra and Wildcat. Power Brakes—standard on Riviera and Electra.)



Wheel Covers A wide variety of prestige wheel covers to satisfy tastes ranging from the minuet to the jet set.



Power Windows Power windows open automatically at the touch of your finger. Driver's position has controls for all the windows.



Air Conditioning Four-Season Climate-Control system does wonders for your comfort at the flick of your finger. An automatic or manual unit is available on all LeSabre, Wildcat, Electra 225 and Riviera models.



Power Tailgate Window Put the tailgate window up or down in your new Buick wagon at a touch.



Power Disc Brakes Positive action for quick stops. Ideal for the performance-minded car buff to provide a greater control under performance conditions. (Not available on Electra 225.)



Front Seat Headrest Gives you and your co-pilot a fresh new lease on travel. An option well worth having for rest stops during those long trips to anywhere.



There are a host of other quality Buick options and accessories available to enhance your driving pleasure and increase your comfort. For additional information and a greater selection, see your Buick dealer.



A tour of the Buick stables: 1,210 of the world's best-bred horses.

A stableful of the finest thoroughbreds ever assembled: the Buick engines for 1967.

One is making its first run on the track: the powerful 430-4. It is new. It has been bred and trained to deliver the finest performance you've ever seen.

A check of its finer points ought to give you a pretty good notion of just how fine it is. It has a newly-designed nodular iron crankshaft, special rocker arm and shaft assemblies and rotating valve lifters. It's as fresh in the stretch as it is at the gate.

There's more. New radiator, new exhaust system, new fuel gauge—all specially designed to give this new favorite even more of an edge in performance and stamina. Any wonder the Buick engines are the *front runners* across the country?

All the '67 Buick engines have been groomed from mane to tail. Coils and distributors are more accessible. Spark plug wires have been rerouted for easy service. Timing marks are out in the open. Heater water valves and oil temperature senders have been specially placed. Oil filters are new. Harmonic balancers are new. 190° thermostats are new. The result? Champions even finer than the 1966 Buick engines that won so many performance and economy-run awards. Champions just waiting for the turn of a key.

Six to one your favorite's right here waiting for you to pick up the reins.

430-4. V8.

Horsepower: 360 @ 5000.
Torque: 475 @ 3200.
Compression ratio: 10.25 to 1.
Displacement: 430 cu. in.
Carburetion: 4-barrel.
Fuel: Premium.
Standard on Riviera, Electra 225, Wildcat.
(Shown at top of page.)



340-4. V8.

Horsepower: 260 @ 4200.
Torque: 365 @ 2800.
Compression ratio: 10.25 to 1.
Displacement: 340 cu. in.
Carburetion: 4-barrel.
Fuel: Premium.
Standard on Custom Sportwagon with "400" package.
Standard on LeSabre with "400" package.
Optional on all Special Deluxe, Skylark, Sportwagon and LeSabre models.



340-2. V8.

Horsepower: 220 @ 4200.
Torque: 340 @ 2400.
Compression ratio: 9.0 to 1.
Displacement: 340 cu. in.
Carburetion: 2-barrel.
Fuel: Regular.
Standard on Sportwagon, LeSabre, and Skylark 4-door hardtop.



300-2. V8.

Horsepower: 210 @ 4600.
Torque: 310 @ 2400.
Compression ratio: 9.0 to 1.
Displacement: 300 cu. in.
Carburetion: 2-barrel.
Fuel: Regular.
Standard on Skylark Sport Coupe, Skylark convertible, Special Deluxe Sport Coupe and 4-door sedan.



225-2. V6.

Horsepower: 160 @ 4200.
Torque: 235 @ 2400.
Compression ratio: 9.0 to 1.
Displacement: 225 cu. in.
Carburetion: 2-barrel.
Fuel: Regular.
Standard on Special Deluxe Sport Coupe and 4-door sedan.



Electra 225 instrument panel

(Some of the equipment shown on this instrument panel is optional at extra cost.)

STANDARD EQUIPMENT

BUICK RIVIERA STANDARD EQUIPMENT—Super Turbine Transmission; 340-hp 430-4 V8; Power Steering; Self-adjusting Power Brakes; Tilt Steering Wheel; Dual Exhausts; Heater and Defroster; Finned Aluminum Front Brake Drums; Custom Padded Seat Cushions; Seat belts, front and rear with push-button buckles; Electric Clock; Step-on Parking Brake; Parking Brake Light; Directional Signals; Trunk Light; Door-operated Courtesy Lights; Glove Compartment Light; Map Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish, choice of 15 colors; Dual Armrests—Front and Rear; 15-inch Wheels; Wheel Covers; Dual Horns; Licence Plate Frames; 6,000-mile Lubed Front Suspension; Delcotron Generator; New Delco Energizer delivers up to 16% more cranking power than a similar conventional battery; Built-in "Delco Eye" glows to warn you when fluid drops below a certain level; Carpeting; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Padded Instrument Panel; Outside Rear View Mirror—Inside day/night mirror with shatter-resistant vinyl-edged glass and breakaway support; Dual-speed Windshield Wiper; Windshield Washer; Padded Sun Visors; Backup Lights.

Approximate curb weight 4360 lbs.

NOTE: All Buick models feature the basic safety equipment listed on page 3 as standard.

BUICK ELECTRA 225 STANDARD EQUIPMENT—Super Turbine Transmission; 360-hp 430-4 V8; Power Steering; Self-adjusting Power Brakes; Custom Padded Seat Cushions; Heater and Defroster; Finned Aluminum Front Brake Drums; Electric Clock; Step-on Parking Brake; Parking Brake Signal Light; Deluxe Steering Wheel; Directional Signals; Trunk Light; Door-operated Courtesy Light; Glove Compartment Light; Map Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish, choice of 15 colors; Dual Armrests—Front and Rear; 15-inch Wheels; Deluxe Wheel Covers; Dual Horns; Licence Plate Frames; Crank-operated Vent Windows; 6,000 mile Lubed Front Suspension; Delcotron Generator; New Delco Energizer delivers up to 16% more cranking power than a similar conventional battery; Built-in "Delco Eye" glows to warn you when fluid drops below a certain level; Carpeting on Floors and Doors; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims (Electra 225 Custom Models); Cross-Flow Radiator; Padded Instrument Panel; Outside Rear View Mirror—Inside day/night mirror with shatter-resistant vinyl-edged glass and breakaway support; Dual-speed Windshield Wiper; Windshield Washer; Padded Sun Visors; Backup Lights.

Approximate curb weight 4480 lbs.

NOTE: All Buick models feature the basic safety equipment listed on page 3 as standard.

BUICK WILDCAT STANDARD EQUIPMENT—360-hp 430-4 V8; Heater and Defroster; Finned Aluminum Front Brake Drums; Seat belts, front and rear, with push-button buckles; Step-on Parking Brake; Directional Signals; Front Door-operated Courtesy Light; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish, choice of 15 colors; Dual Armrests—Front and Rear; 15-inch Wheels; Dual Horns; Crank-operated Vent Windows; 6,000 mile Lubed Front Suspension; Delcotron Generator; New Delco Energizer delivers up to 16% more cranking power than a similar conventional battery; Built-in "Delco Eye" glows to warn you when fluid drops below a certain level; Self-adjusting Brakes; Carpeting; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims (Wildcat Custom Models); Deluxe Steering Wheel (Wildcat Custom Models); Padded Instrument Panel; Outside Rear View Mirror—Inside day/night mirror with shatter-resistant vinyl-edged glass and breakaway support; Dual-speed Windshield Wiper; Windshield Washer; Padded Sun Visors; Backup Lights.

Approximate curb weight 4420 lbs.

NOTE: All Buick models feature the basic safety equipment listed on page 3 as standard.

BUICK LeSABRE STANDARD EQUIPMENT—220-hp 340-2 V8; 3-speed Manual Transmission (synchronized in all forward gears); Heater and Defroster; Finned Alloy Brake Drums; Seat Belts, front and rear, with push-button buckles; Step-on Parking Brake; Directional Signals; Front Door-operated Courtesy Light; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish, choice of 15 colors; Dual Armrests—Front and Rear; 15-inch Wheels; Dual Horns; Crank-operated Vent Windows; 6,000-mile Lubed Front Suspension; Delcotron Generator; New Delco

Energizer delivers up to 16% more cranking power than a similar conventional battery; Built-in "Delco Eye" glows to warn you when fluid drops below a certain level; Self-adjusting Brakes; Carpeting; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims (LeSabre Custom Models); Deluxe Steering Wheel (LeSabre Custom Models); Cross-Flow Radiator; Padded Instrument Panel; Outside Rear View Mirror—Inside day/night mirror with shatter-resistant vinyl-edged glass and breakaway support; Dual-speed Windshield Wiper; Windshield Washer; Padded Sun Visors; Backup Lights.

Approximate curb weight 4120 lbs.

NOTE: All Buick models feature the basic safety equipment listed on page 3 as standard.

SPORTWAGON STANDARD EQUIPMENT—220-hp 340-2 V8; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Directional Signals; Cigar Lighter; Re-usable Air Cleaner Element; Seat Belts, front and rear, with Push-button Buckles; Front Door-operated Courtesy Light; Ash Trays—Front and Rear; Ash Tray and Glove Compartment Light; Dual Armrests—Front and Rear; Dual-Key Locking System; Plunger-type Door Locks; Step-on Parking Brake; Magic-Mirror Finish, choice of 15 colors; Deluxe Wheel Covers; Full-Flow Oil Filter; Dual Horns; 6,000-mile Lubed Front Suspension; Delcotron Generator; New Delco Energizer delivers up to 16% more cranking power than a similar conventional battery; Built-in "Delco Eye" glows to warn you when fluid drops below a certain level; 14-inch Wheels; Self-adjusting Brakes; Cross-Flow Radiator; Padded Instrument Panel; Outside Rear View Mirror—Inside day/night mirror with shatter-resistant vinyl-edged glass and breakaway support; Dual-speed Windshield Wiper; Windshield Washer; Padded Sun Visors; Backup Lights; Deluxe Steering Wheel; Carpeting in Passenger Area; Custom Interior Trim; Tailgate Lamp; Custom Padded Seat Cushions.

Approximate curb weight 3820 lbs.

NOTE: All Buick models feature the basic safety equipment listed on page 3 as standard.

BUICK SKYLARK STANDARD EQUIPMENT—210-hp V8 on Sport Coupe and Convertible, 220-hp V8 on 4-door Hardtop; 3-speed manual Transmission (Synchronized in all forward gears); Heater and Defroster; Custom Padded Seat Cushions; Deluxe Wheel Covers; Cigar Lighter; Ash Tray—Front and Rear; Ash Tray and Glove Compartment Lights; Dual Armrests—Front and Rear; Carpeting; Directional Signals; Magic-Mirror Finish, choice of 18 colors; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Delcotron Generator; New Delco Energizer delivers up to 16% more cranking power than a similar conventional battery; Built-in "Delco Eye" glows to warn you when fluid drops below a certain level; Dual-Key Locking System; Plunger-type Door Locks; Step-on Parking Brake; 14-inch Wheels; Seat Belts, Front and Rear with Push-button Buckles; Full-Flow Oil Filter; Re-usable Air Cleaner Elements; Front Interior Courtesy Lights; Dual Horns; Cross-Flow Radiator; Padded Instrument Panel; Outside Rear View Mirror—Inside day/night mirror with shatter-resistant vinyl-edged glass and breakaway support; Dual-speed Windshield Wiper; Windshield Washer; Padded Sun Visors; Backup Lights.

Approximate curb weight 3530 lbs.

NOTE: All Buick models feature the basic safety equipment listed on page 3 as standard.

BUICK SPECIAL DELUXE STANDARD EQUIPMENT—160-hp V6 or 210-hp V8; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Cigar Lighter; Ash Tray—Front and Rear; Deluxe Steering Wheel; Dual Armrests—Front and Rear; Carpeting; Directional Signals; Magic-Mirror Finish, choice of 18 colors; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Delcotron Generator; New Delco Energizer delivers up to 16% more cranking power than a similar conventional battery; Built-in "Delco Eye" glows to warn you when fluid drops below a certain level; Dual-Key Locking System; Plunger-type Door Locks; Step-on Parking Brake; 14-inch Wheels; Seat Belts Front and Rear, with Push-button Buckles; Full-Flow Oil Filter; Re-usable Air Cleaner Element; Front Door-operated Courtesy Light; Dual Horns; Cross-Flow Radiator; Padded Instrument Panel; Outside Rear View Mirror—Inside day/night mirror with shatter-resistant vinyl-edged glass and breakaway support; Dual-speed Windshield Wiper; Windshield Washer; Padded Sun Visors; Backup Lights.

Approximate curb weight 3270 lbs.

NOTE: All Buick models feature the basic safety equipment listed on page 3 as standard.

**"When better cars are built,
Buick will build them."**

Still true

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