

Your father never told you there'd be Buicks like this.



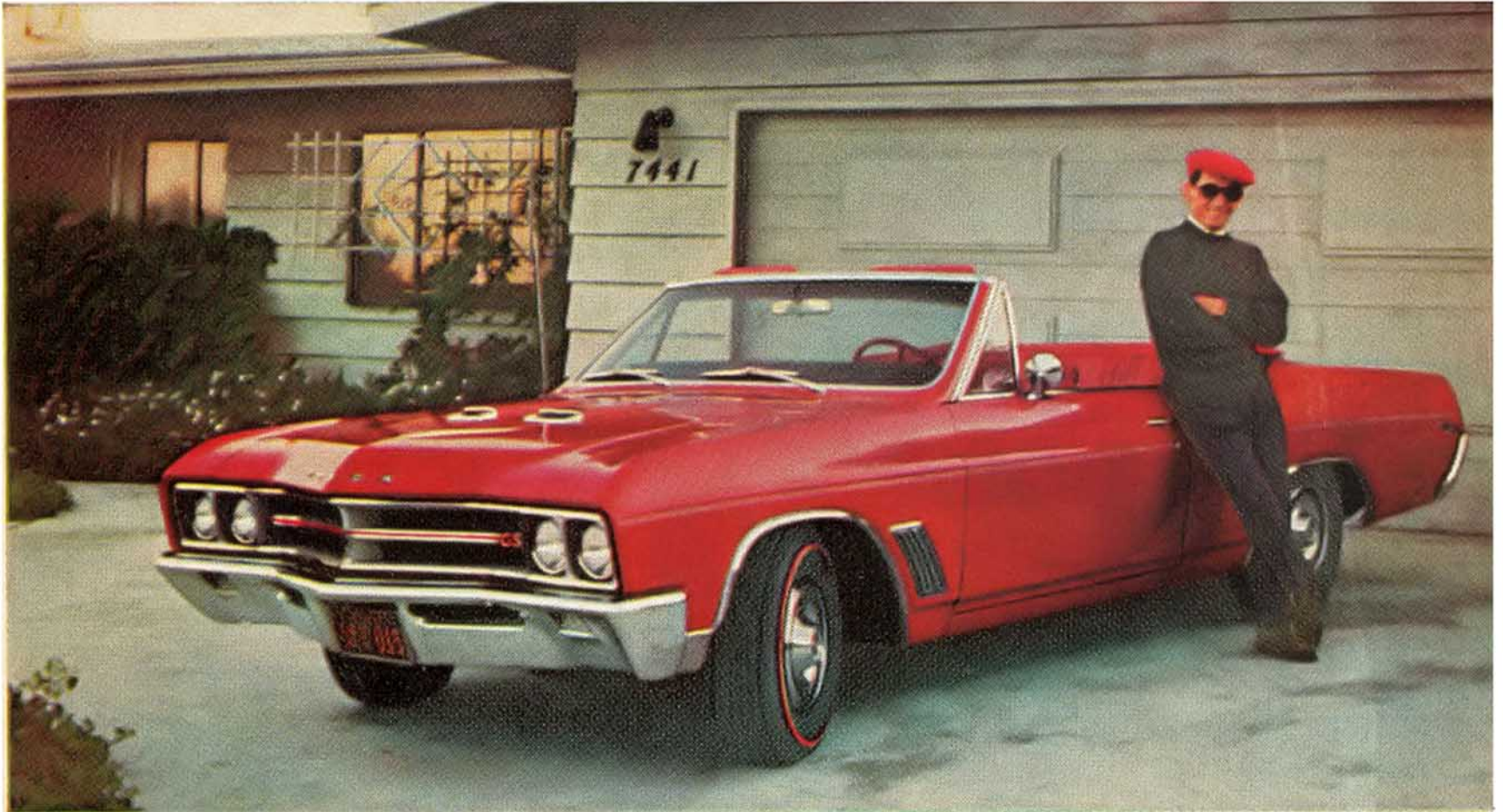
'67 Buick GS-400. Engine: V-8. Bore & Stroke: 4.040 x 3.900. Horsepower: 340 @ 5000. Max. Torque: 440 lbs/ft @ 3200 rpm. Compression Ratio: 10.25:1. Carburetion: Single, 4bbl. Suspension: Front - Coil Spring and Ball Joint. Rear - Coil Springs. Steering: Recirculating Ball Nut. Wheels: 14-6.00 "JK". Tires: 7.75 x 14. Fuel Capacity: 20 gallons. Transmission type and final drive ratio: Manual 3-speed 3.36. Available are Manual 4-speed 3.36 and Automatic 2.93. Brakes: Duo-Servo. Available are Front Disc brakes. All GM safety features are standard.

GM

BUICK MOTOR DIVISION

Ruth Campanelli's husband just bought a new car, with 400-cubic inch engine, four-speed transmission, bucket seats and it's painted red.

Is Ruth worried?



Not a bit. Not even when he puts on his dashing new sports car cap.

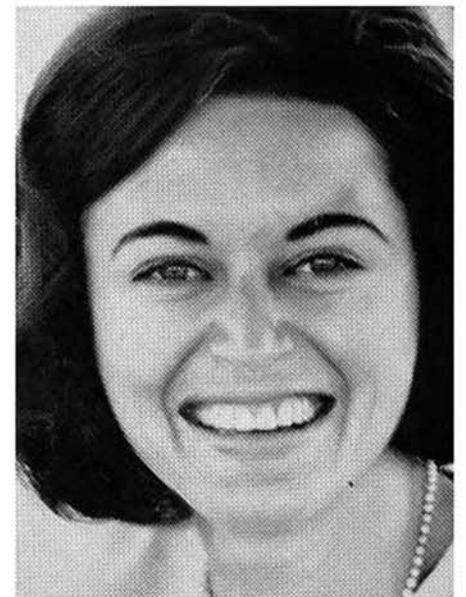
Because this car of his is a Buick, a GS-400. And that means it also has a brake system with dual master cylinders. And seat belts (which Ruth makes sure he buckles). And a padded dash, and padded visors. And Buick's own kind of sure footedness and stamina. And, after all, it's a Buick. A big, strong, silent Buick. And everybody knows how reliable Buicks are. ("When better automobiles are built . . .")

In fact, about the only worry in Ruth Campanelli's head is, is her husband going to get home in time for dinner? And maybe for Ruth to get in a little driving of her own.

"When better automobiles are built, Buick will build them." Still true. 1967 Buick



MARK OF EXCELLENCE





Buick's new GS-340. The minipriced GS-400.



Our now-famous GS-400 (which you see lurking in the background) doesn't come for peanuts. It's a great car—but just a little rich for some people. So we set to work and designed the Buick GS-340. It has a

smaller engine (but it weighs a lot less). Its interior isn't quite as sumptuous (but it's clean and simple and tasteful). It has its own exterior paint: a broad rally stripe, and contrasting hood scoops. And its own orna-

mentation and the full complement of GM safety features. We ended up with a car that does indeed cost less than the GS-400. But one with its own brand of excitement. Give one a drive soon. It's maxidiving.

“When better automobiles are built, Buick will build them.” Still true.



Buick GS-340. **What the car enthusiasts are enthusiastic about.**

We started out to build a car that would cost less than our fabled GS-400. We ended up with a very sporting machine in its own right: a 340-cubic-inch V-8, pumping out 260 horsepower. A whole new distinctive look, with hood scoops painted to contrast with the hood, broad striping on the rocker panel, special emblems. Inside, a

clean, simple, black interior. And you know what? It still costs less than our fabled GS-400. A lot less.

No wonder the enthusiasts are enthusiastic.

