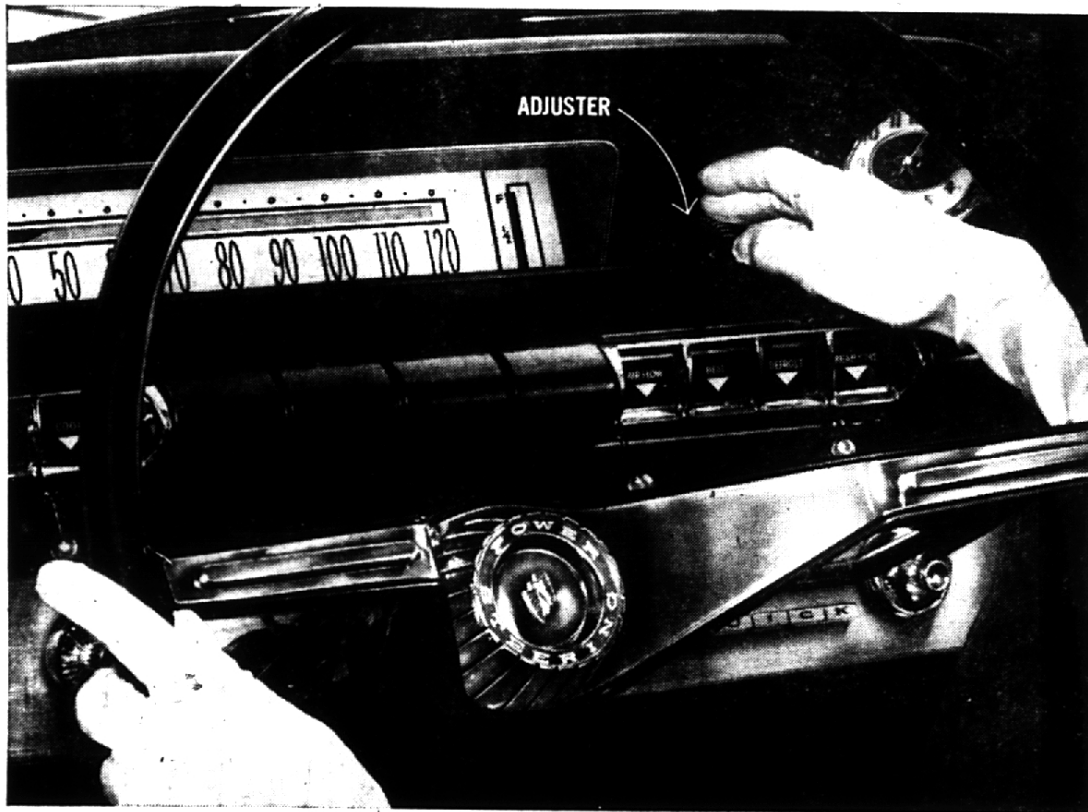


# WHY BUICK HAS INVENTED "MIRROMAGIC"



## Only Buick Drivers Get This Fast New Instrument Viewer!

To build a car that is basically safer and more enjoyable to drive you have to *build it basically better*—like Buick!

Take Buick's exclusive "Mirromagic" control panel, for instance. Here's how it helps relieve personal tension at the wheel.

In today's Buick, you face a mirror which you can tilt to suit your own eye level. In it you see speedometer and gas gauge at a glance. There are no dials to find . . . nothing to study. Beneath the speedometer, flashing lights signal when attention is required to generator, water temperature, or oil pressure.

Everything you need to see or reach is clustered on your side of the dash! It is a fast new information center that contributes greatly to highway safety.

This extra quality feature is found in every 1960 Buick and only in the 1960 Buick! The only sure way to get Buick quality is to buy a quality built Buick—any Buick. Choose from three magnificent series: Lesabre—the lowest-priced Buick . . . Invicta—the high-performance Buick . . . or Electra—the finest Buick of all.

See your Quality Buick Dealer now. This is Buick at its all-time best!



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