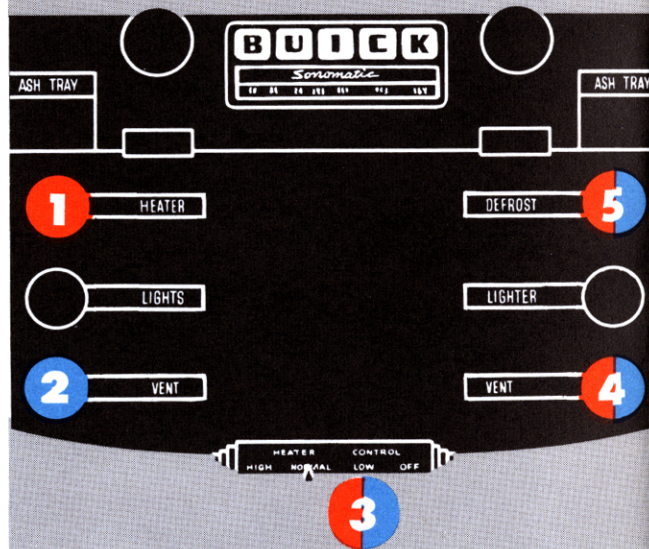


**"Push-Button Weather"—with BUICK'S VENTILATING and HEATING SYSTEM
and the amazing new BUICK AIRCONDITIONER**

HEATING controls are shown in red,
VENTILATING controls in blue.



1

Turn this "Heater" switch to the right, to turn on the underseat heater-blower—one click for High speed, two clicks for Low speed. The underseat heater warms and circulates air at the floor level, to keep feet and ankles warm, in both front and rear compartments.

2

This "Ventilation" knob pulls out for cool outside air directed only to the floor on the driver's side.

3

This lever is a thermostat control, just like the thermostat on your wall at home. You set it for any heat you want—HIGH, NORMAL, or LOW, or any stage in between—and the WeatherWarden heating system will adjust itself to keep the car at an even temperature, automatically. In summer, when you want outside air, not warmed, just move the lever over to the OFF position.

4

Pull this knob out to admit air to the right side of the front compartment—directed at the floor. Air is cool or warm, according to setting of the thermostat control lever (3).

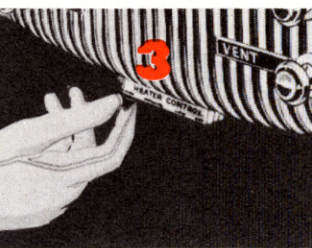
5

This is a combination control. If *pulled out*, it sends air through the defroster vents below the windshield, so they sweep back through the car at upper level. Air is cool or warm, according to setting of the thermostat control lever (3). If the defrost control is *turned right*, it runs a blower which sends air (either cool or warm) through the upper level or the lower level, depending on whether (5) or (4) is pulled out. Also, you can pull both of these halfway out and get air both top and bottom.

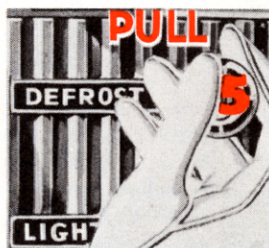
TO KEEP WARM



UPPER LEVEL



First see that the Thermostat Control (3) is at the heat level you want—HIGH, LOW, or in between.



To defrost windshield and heat upper level—pull out Defroster knob (5).

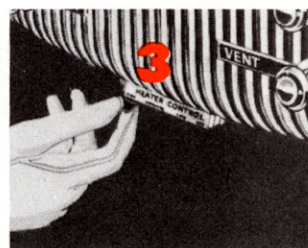


If car is moving too slow to force enough air in—turn Defroster knob (5) to right, for blower.

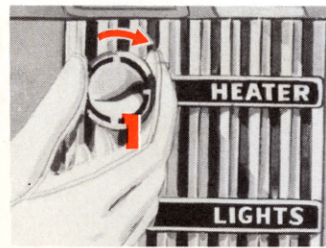
TO KEEP WARM



LOWER LEVEL



To get warm air at floor level—first see that the Thermostat Control (3) is set for the heat you want.

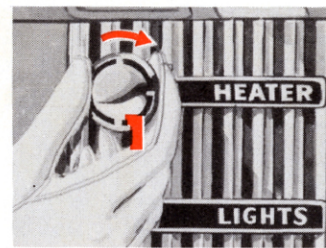


Then turn Heater knob (1) to start the blower motor for the under seat heater. This heats and recirculates air at floor level. For additional heat at lower level, pull out Ventilation knob (4).

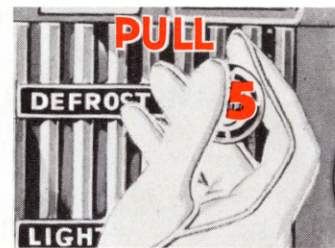
TO KEEP WARM



BOTH LEVELS



You can have warm air at both shoulder-level and ankle-level. First see that Thermostat is set for the warmth you want.

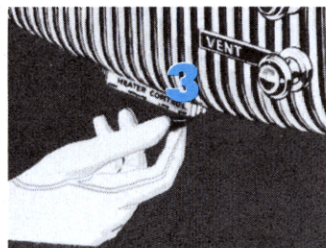


Next, turn Heater knob (1). Then pull out defroster knob (5) and turn to right.

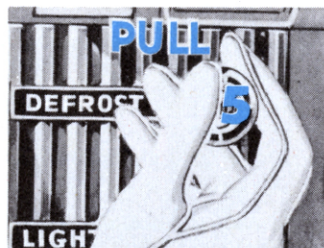
TO KEEP COOL



UPPER LEVEL



First see that the Thermostat Control (3) is all the way to right—in OFF position.

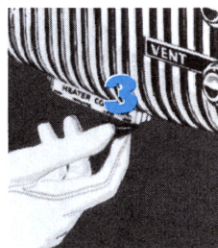


To cool air at shoulder-level, or to keep windshield and windows from fogging in wet weather, pull out Defroster knob (5).

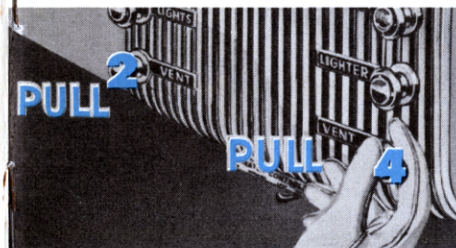
TO KEEP COOL



LOWER LEVEL



Make sure Thermostat Control (3) is all the way to right, in OFF position.

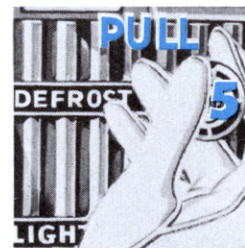


Pull out both Ventilator knobs at bottom (2) and (4).

TO KEEP COOL



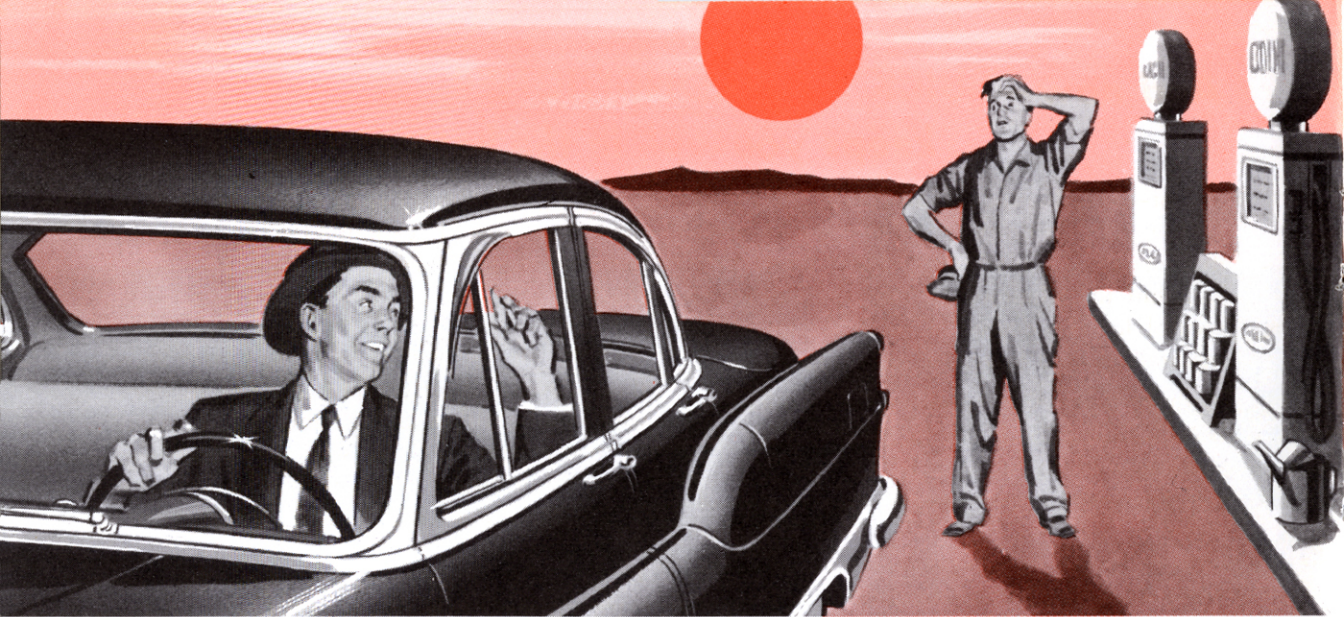
BOTH LEVELS



Pull out Defroster knob (5), half way.



Pull out two Ventilation knobs (2) and (4)—with the right one only halfway out.



Outside it's broiling—but you're cool as a cucumber!

And now—BUICK'S AIRCONDITIONER **keeps you cool in the hottest of climates!**

At last—a really practical air conditioning unit for keeping your Buick as cool as you wish, even driving across sun-scorched desert land! You can shut the windows, set the Airconditioner control for the degree of coolness you want maintained, and forget the scorching climate.

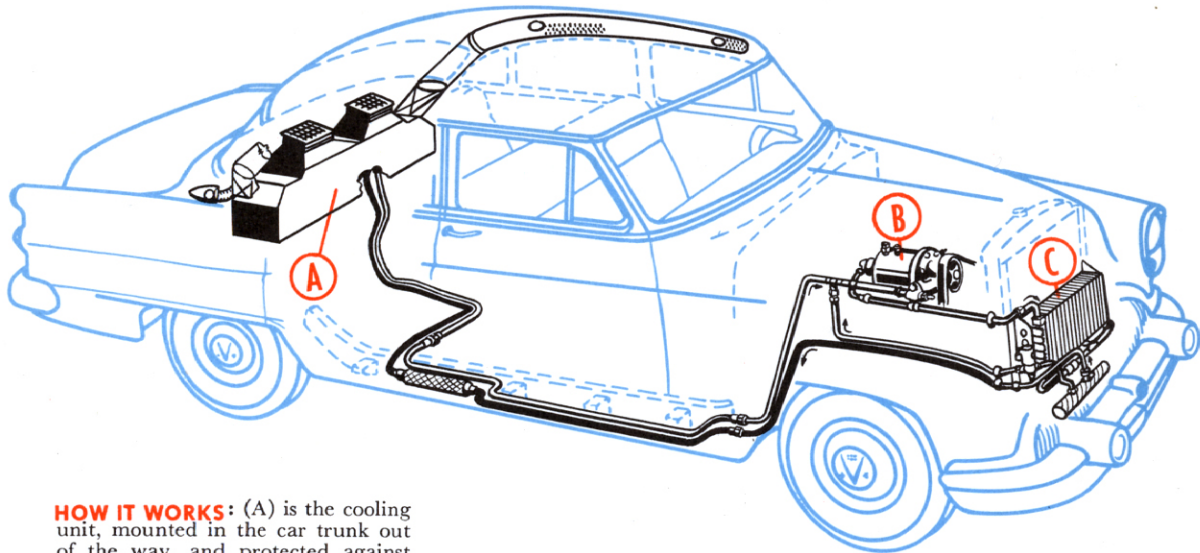
With the Buick Airconditioner, a car which has been standing for hours in the sun with the windows shut, so the inside is "hot as an oven," will be cooled down sharply in a matter of minutes. And Buick's highly efficient cooling unit will hold the comfort level you have selected on the thermostatic control, as long as you keep it turned on.

Cooled air is directed to all corners of the car—

foot-level, knee-level, front and back. What's more, passengers have individual control over the flow of air. There is no unhealthy over-chilling.

And the air you get is clean, not stale! This Buick-developed air conditioning system gives you a constant flow of 300 cubic feet of cooled air per minute, 30% of which is *outside* air, filtered and cooled. Even with all passengers smoking, the air remains clean and pleasant.

The Buick Airconditioner is offered as optional extra equipment on the two-door Riviera and the four-door Riviera Sedan in both Roadmaster and Super Series.

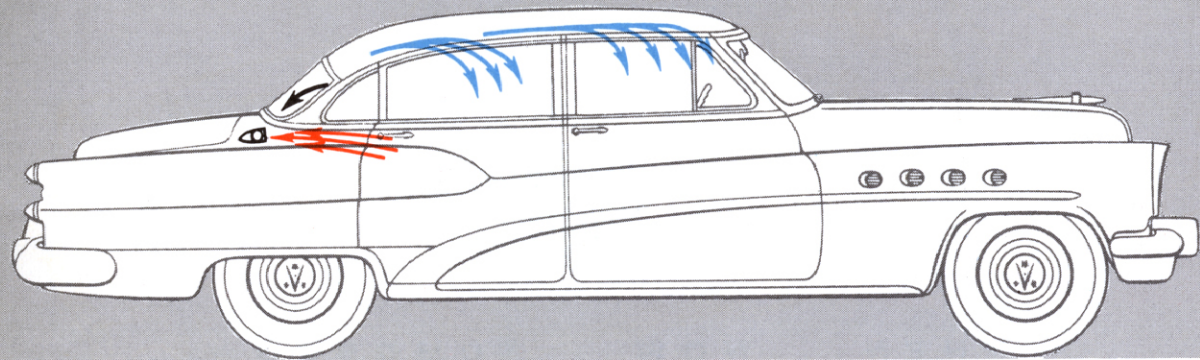


HOW IT WORKS: (A) is the cooling unit, mounted in the car trunk out of the way, and protected against luggage. Two intakes lead outside air to this "cold coil," where it is cooled and then blown by a pair of blowers through ducts along the ceiling, so the cold air is introduced in a gentle diffusion. Two intakes

behind the rear seat send back partially cool air to the cooling unit again. (B) is the compressor for the refrigerant. (C) is the condenser, where the compressed gas is cooled down to a liquid state again, ready

to be piped to the rear of the car for cooling more air.

Air filters are easy to remove for cleaning. No tools are needed. Refrigerating unit needs no defrosting.



No matter what the outside temperature—you can stay wonderfully cool, relaxed and refreshed with the Buick Airconditioner.

Outside air (red arrows) enters at the rear of the car, passes over the cooling coils, and is blown through roof ducts to outlets on both sides of the car (blue arrows).

Mixed with outside air, it is then recirculated, from the rear seat-shelf to the cooling coils again (black arrow), to maintain a uniform circulation and freedom from drafts. A bulb-type thermostatic control keeps the air at whatever comfort level you select. Individual air-directors allow passengers to control the air-flow in their vicinity.



T H E N . . . N O W . . . T O M O R R O W

WHEN BETTER AUTOMOBILES ARE BUILT **BUICK** WILL BUILD THEM

WEATHERWARDEN HEATING AND VENTILATING

BUICK AIRCONDITIONER

*custom engineered for your **BUICK***