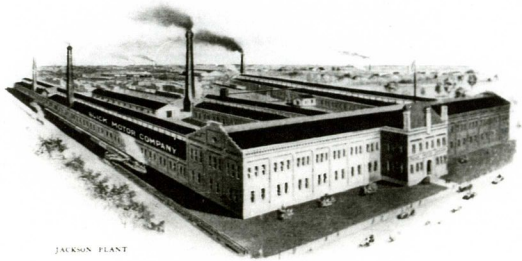
NINETEEN HUNDRED AND FIVE

BUICK MOTOR COMPANY

BUILDERS OF AUTOMOBILES

THE OHIO MOTOR CAR CO.
"Main 2966."
1099-1101 Euclid Street
CLEVELAND, O.



JACKSON PLANT

Factories at Flint, Michigan, and Jackson, Michigan. *Cable Address: "Buickcar;" Western Union Telegraph Code*

OFFICES AND SALES DEPARTMENT — JACKSON, MICHIGAN, U. S. A.

MEMBER OF THE ASSOCIATION OF LICENSED AUTOMOBILE MANUFACTURERS


BUICK
MOTOR COMPANY
JACKSON
MICH.


THE CAR OF QUALITY
Buick

OFFICERS AND DIRECTORS

C M. Begole, President

David D. Buick, Secretary	W S. Ballenger, Treasurer
W. A. Paterson	W. F. Stewart
J. H. Whiting	Geo. L. Walker
H. G. Field	W. C. Durant

Charles Van Horne, Sales Manager

CAPITAL STOCK (PAID IN) $500,000

BUICKOLOGY

The Origin

IT cannot be said that the Buick automobile is new, untried or experimental, for, as a matter of fact, it represents the best thought and creative genius of its inventors, extending over a period of many years. It shows the complete evolution of a rare mechanical idea which found its first inception in the marine engine designed by Mr. D. D. Buick, an engine since adapted to and perfected in an automobile, which, for the development of phenomenal power in relation to size and weight of vehicle, has never been approached by any competitor in the field.

The Creation

BUT the man whose name is honored by the Buick Touring Car disclaims credit for the automobile as a whole, for it embodies many distinctive features, some of which have been contributed by other men of inventive genius and long experience in the motor world, including, notably, Mr. Walter L. Marr, who was distinctly a pioneer in this field, having personally built two of the first gasoline engines ever designed in this country. The Buick automobile is, therefore, a composite creation, embodying the results of long years of earnest thought and exhaustive tests, and is placed on the market with every confidence that it will fill a large demand and meet with a very large measure of success.

Out of the Labyrinth of Confusion

UNTIL the present time the mind of the purchaser of an automobile has been bewildered by the many sharply contrasting types of motor car extant, and has felt a great deal of uncertainty about the merits of this or that type of transmission, this or that style of drive, and many other vexatious questions which every buyer has had to face and solve for himself before selecting his machine.

BUICKOLOGY

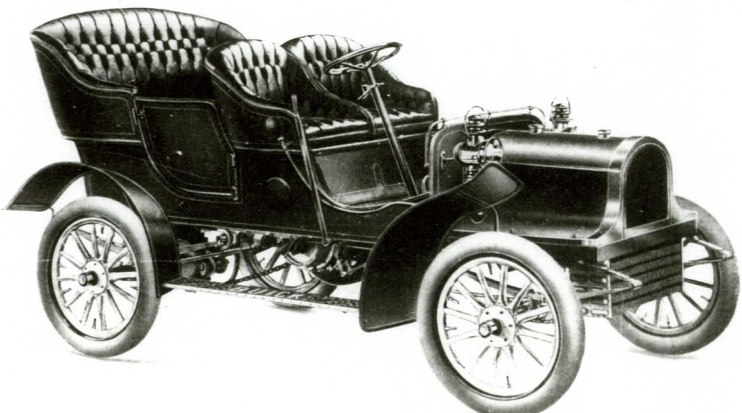
The needs of people differ to a great extent, of course, and no car can be perfectly adapted to all. We believe, however, that the Buick Touring Car embodies more of the features and advantages which are sought commonly by most people than any other one machine the automobile industry has thus far produced.

The Desideratum

MOST people who are well informed or at all familiar with automobile construction are agreed that the four-cycle gasoline engine constitutes the ideal power plant for vehicle propulsion; that the planetary type of transmission gear is not only the simplest, but the most efficient and economical; that the water cooling system is always reliable and therefore desirable; that for every horse power an engine develops there should be considerably less than 100 pounds of weight; that the machine should be susceptible of control at any speed from four miles to forty miles per hour, by the simple operation of a throttle; that the car should comfortably seat three persons in the tonneau and two persons in the divided front seat, and should have, moreover, ample side door entrance. A car of this description has been wanted, that would wear well and would not cost the purchaser more than $1200.00.

Epitome of Good Points

THE 1905 Buick Model "C" Touring Car is all of this and more. It embodies every feature and every advantage of the best foreign and American inventions; has every desirable feature in the simplest form to meet the requirements of American and foreign roads and conditions, and has in addition many individual features possessed by no other car. It has more speed, more power, more room and style and less vibration, and makes less noise and trouble than any other car in its



Model "C" Touring Car

class on the market. The statement will stand repeating that it is not at all new or experimental but has been thoroughly tested and successfully tried out in the making.

The Debut

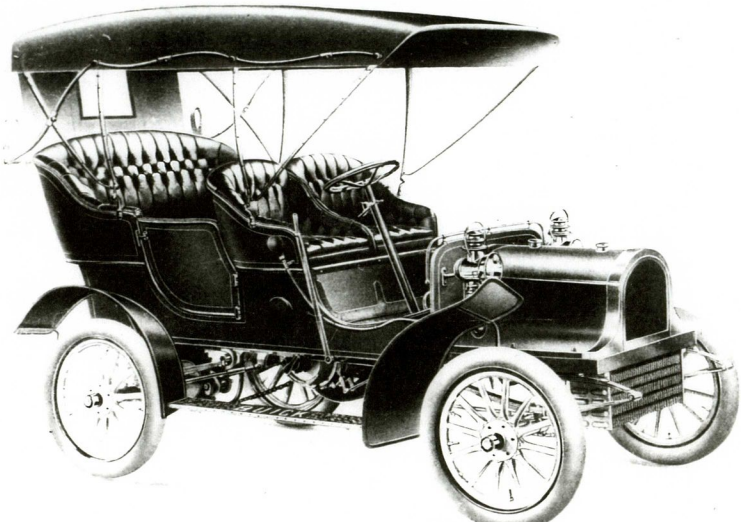
THE first Buick car was sold May 20, 1904, and the purchaser has since then given this machine the most strenuous and continuous hard driving, day and night, over rough, hilly and sandy country roads, with the utmost satisfaction.

Creates a Profound Sensation

THE first conspicuous event that impressed the general public with the marvelous efficiency of the Buick car was furnished on Thanksgiving Day, (November 24, 1904) at Eagle Rock, near Newark, New Jersey. That day marked America's greatest and severest hill-climbing contest, patronized by foreign and American cars of almost every conceivable type and power. The "Motor World," one of the leading papers of the trade, pithily reported the Buick achievement in the following paragraph:

> "In the class for cars between $850 and $1250, the new Buick car made its initial appearance, and in a twinkling stamped itself a wonder. It easily carried off the first honors in its class by a wide margin, cutting the record from 4:13½ to 2:18½. The clean cut and business like appearance of the car and its quiet running caused much favorable comment."

The fact is noteworthy that the car which made this phenomenal record was not specially built or geared for hill climbing or for racing; it was a regular stock model, taken from the garage of our



Buick Model "C" Touring Car with Cape Cart Top

Newark agent, and was driven by a gentleman who is in no sense a professional, while many of the cars in this contest were specially built or specially geared and driven by factory experts.

Great Power Claimed

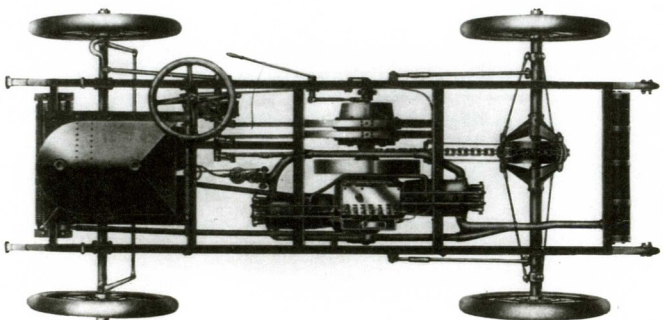
OUR motor affords an enormous advantage in its simplicity of construction, wide range of speed, easy control and great power. Our 4½ x 5 cylinder engine develops 22 B. H. P. at 924 R. P. M., and will take any hill on high speed that we have been able to find suitable or safe for automobiling. In keeping the weight of the car down to 1800 pounds, we get the full efficiency of the horse power which we are able to develop.

The Doubts

THIS, in brief, is what we claimed when our car was first introduced to the public, and the announcement, very naturally, startled the whole mechanical world. The statement that so small an engine had developed this phenomenal power was generally discredited among our competitors, notwithstanding the tests on which our claims were based had been made in the presence and under the supervision of a gentleman, representing the leading scientific journal in the trade, who is recognized and respected as one of the highest authorities in the motor world, and the results had been published over his name.

The Answer

PERHAPS a good deal of the energy shown by our motor is reflected in the management that directs the Buick interests. At any rate, while some good-natured skepticism had been looked for from those who had not seen the car perform, and still had to be "shown," neither the management of the Company, nor the journal whose columns had been impugned, nor the expert



Chassis of Buick Model "C" Touring Car

whose veracity had been questioned, could afford to overlook the sneers and open denials which were abroad and clearly intended to depreciate our claim in the estimation of the public and the trade.

More Power

So the expert returned to our factory for still more exhaustive tests and additional data, and both were had in abundance. On this occasion, December 22, 1904, the fact was developed that the previous claim had actually been under estimated. Three tests were this time made, with Prony brake, on a stock engine of our regular size—two-cylinder opposed, 4½ x 5 inches—with the following result:

Test No. 1—23 B. H. P. at 1152 R. P. M.
Test No. 2—26.4 B. H. P. at 1320 R. P. M.
Test No. 3—29 B. H. P. at 1320 R. P. M.

It will be noted that while we claim only 22 H. P., these tests show an average of 27.7 B. H. P. at 1320 R. P. M.

The Proof

The reliability of this report cannot be questioned. The tests were made in the presence of several disinterested persons. Several photographs were taken. The proof of our claim is absolute and irrefutable.

BUICK CONSTRUCTION

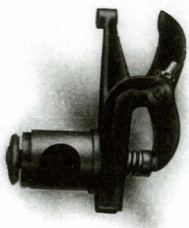
Frame

Angle iron with cross supports and corners reinforced.

Motor

22 H. P. Two-cylinders 4½ x 5 inches, double opposed, of the four-cycle type. Cylinders are water-jacketed, and heads are cast in one piece.

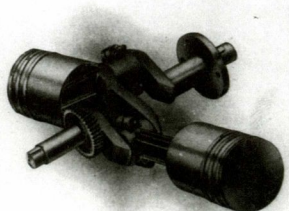
BUICKOLOGY



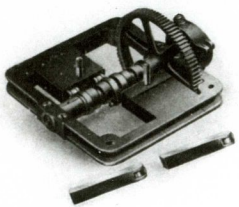
THE Buick valve and valve housing construction marks a feature distinctively individual to this machine. Both inlet and exhaust valves, with their housings, are of the same size and can be easily detached from the engine by removing two nuts, which are readily accessible. When these two nuts are removed, the valves and housings are easily withdrawn for inspection and adjustment. This makes it possible to conveniently grind the valves on the workbench, avoiding the ordinary evil of using emery in grinding valve seats, which, in other engines, are an integral part of the cylinder and are therefore invisible. We use no gaskets whatever in our engine.

Exceptionally Large Bearings

MAIN bearings have bronze sleeves, babbit-faced; fly-wheel—side split; outside bearing—solid sleeve. All of these bearings are easily accessible by reason of the crank case being divided and allowing the easy withdrawal of the crank shaft and pistons. Illustration shows pistons, (provided with three piston rings) connected by their cranks with crank shaft, displaying off-set in wrist-pin bearings, making them extra wide. Wrist pin bearings have bronze sleeves, babbit-faced. These bearings are split, having two studs, using bronze shims for adjustment.



BUICKOLOGY



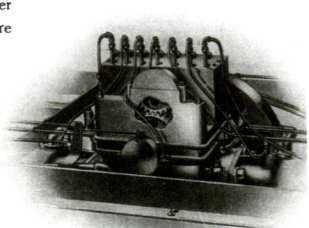
PISTON pins are made from seamless tubing, and slotted for ⅜ inch pipe plug, and the plug itself is made with square hollow end to admit square wrench or adjusting key. Both ends of piston pins are slotted to allow for expansion when pipe plug is inserted. This method of construction prevents the loosening of piston pins and the consequent scoring of cylinder. The cam shaft is so located that cams are immediately visible on removal of the crank case cover.

Accessibility of Working Parts of Engine

PUSH RODS, working over the engine, operate the valve lifts, so that with a complete absence of working parts under the engine, we entirely obviate the necessity of "crawling under the car" to adjust the moving parts—a most objectionable feature in other cars of this type not having like accessibility.

Lubrication

WE use a special, 7-feed, gear driven, mechanically operated oiler, with an individual pump for each bearing, each pump capable of creating 350 pounds pressure. This oiling system is used only in the best and highest priced American cars and has proved absolute



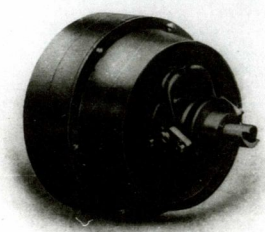
and infallable. A perfect oiling system is essential to the long life and perfect running of an automobile, and is a feature heretofore given too little attention. The mechanical oiler was adopted after we had tried the ordinary forms of compression oilers, and found them to be unsatisfactory and independable.

Cooling System

CIRCULATION of water is insured by a gear-driven gear pump, through a radiator of the continuous tube type, with square fins. Heads at both ends of this radiator can be easily removed, when necessary to clean the tubes.

Transmission

TRANSMISSION is of the sun-and-planet type, giving two speeds forward and reverse, and has but six steel gears, no fibre or internal cut gears, and no gears running on high speed. This is the only planetary transmission made having a cone clutch, the single clutch lever actuating only the high speed gear. This transmission is dust proof and retains oil perfectly.



Carburetor

Carburetor is of the float-feed type, and of our own design, insuring uniform action at all engine speeds.

Ignition

Ignition is by jump spark, with double vibrating coil.

Commutator

The Commutator is readily accessible by the removal of a mechanically attached panel which affords a liberal opening in the body directly opposite.

BUICKOLOGY

Tank Capacities

Gasoline, 16 gallons; Water, 5 gallons.

The Buick Car has shown on good roads 21 miles to a gallon of gasoline and, in the summer season, has shown a loss of less than one-half pint of water in a run of 250 miles.

Safety Cranking Device

The Buick car is equipped with an attachment which makes it impossible to crank the engine with the spark in advanced position, obviating the occurrence of a "back kick."

Steering

Steering is by wheel with tilting column, giving free access to driver's seat. When in use perfect safety and control are insured in the column, which is rigidly locked by a mechanical latching device of our own design, operated by a push button with foot pressure.

Control

The spark and throttle controls are placed on the steering column immediately beneath the wheel, where they are conveniently reached.

Body

Wood.

Two individual front seats.

Double side entrance tonneau, with rear seat sufficiently wide to carry three people comfortably, and slightly elevated to afford a clear view of the road ahead. The tonneau is provided with extra wide doors, swinging toward the front, on handsome, heavy, curved brass hinges. This construction is a unique individual feature of this car, and provides an absolutely unobstructed entrance to the tonneau.

BUICKOLOGY

Dash	Laminated wood. The dash is separate from the body and fastened to the hood, allowing the removal of the body without disconnecting any of the dash equipment.
Hood	Steel, of attractive design, covering gasoline and water tanks.
Fenders	Steel, of ample width, securely fastened, insuring occupants absolute protection against dust and mud.
Upholstery	Best machine-buffed leather, with heavy roll around top of seats.
Finish	Superb. We have unusual facilities for putting on a high quality of finish, second to none. Body and hood, royal blue, striped with gold and black; body trimmed with brass moulding; running gear, ivory white, striped with royal blue and black. All bright parts brass plated.
Running Gear	Tread, 56 inches. Wheel base, 87 inches. Clearance, 8 inches. Wheels, 30 inches, artillery type. Tires, 30 x 3½ inches, detachable. Springs, three-quarter elliptic in front, semi-elliptic in rear, made from best oil-tempered steel and graduated to carry with reasonable resiliency a normal load; front springs 1¾ inches wide, 36 inches long, five leaves; rear springs, 1¾ inches wide, 40 inches long, six leaves.

BUICKOLOGY

Equipment	Two side oil lamps. One rear oil lamp. Horn and tube. Complete tool kit, including tire repair outfit.	
Weight	1800 pounds.	
Horse Power	22 B. H. P. guaranteed.	
Price	Solid tonneau,	$1200.00
	Detachable tonneau, including deck,	1250.00
Extras	Cape Cart Top,	100.00
	Storm front for Cape Cart top, with large front celluloid window and side lights,	20.00
	Rubber under cover (which completely protects the mechanism from mud and dust),	3.50
	Drill dust cover (completely enveloping the car and protecting it when not in use),	3.00

Important All Model "C" cars are ironed for our own Cape Cart Tops. These irons, for which no additional charge is made, are of special construction and so attached as to prevent weakening of the body.

Guarantee The guarantee of the National Association of Automobile Manufacturers covers Buick machines. Parts shown to be defective when returned to us, charges prepaid, will be replaced at our factory, free of charge. This guaranty does not apply where breakage is the result of ignorance, abuse or neglect, nor to parts not made by us, such as tires, spark coils, batteries, etc.