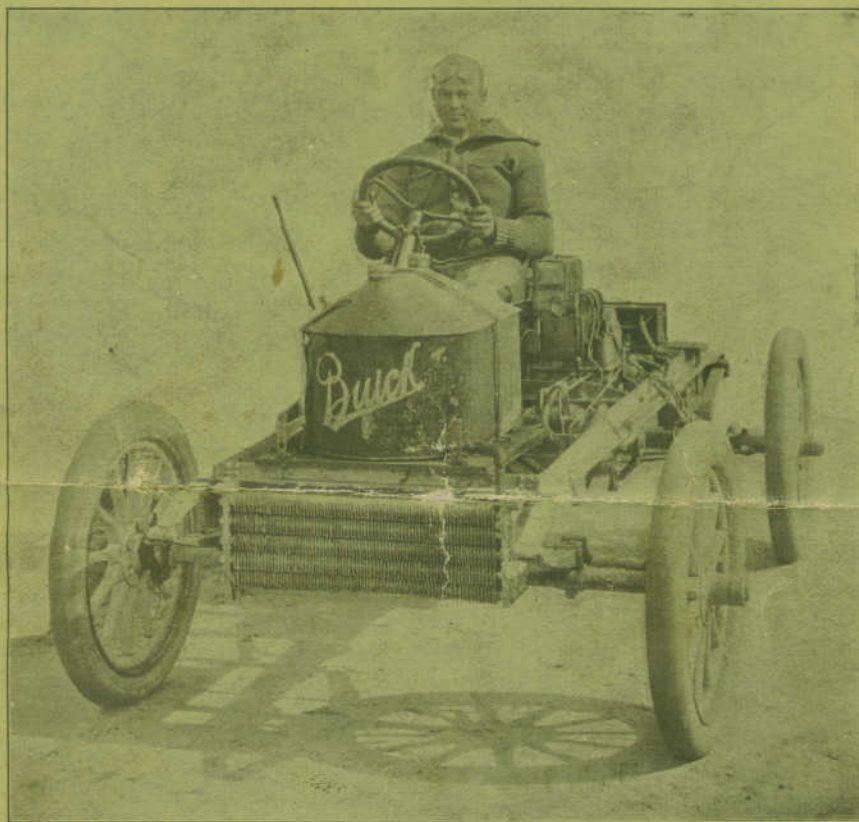


# BUICK



Mr. H. J. Koehler in a stripped 2 cylinder BUICK at completion of 100 mile race at Empire Track in which BUICK Won first place in 2 hrs., 5 min., 35 sec., defeating ELEVEN contestants

New York and New Jersey Agents

**H. J. KOEHLER S. G. CO.**

New York

Newark

Paterson

East Orange

Montclair

**LARGEST RETAIL DEALERS in the UNITED STATES**



IN this advanced age of the Automobile industry a prospective buyer not only tries the various cars on the market and consults owners of the different makes, but looks to the factory from which the car is produced to ascertain something of its organization and facilities for building a first-grade machine.

The following figures are mentioned to illustrate that the BUICK MOTOR Co. ranks among the best in these respects and is one of the largest and most thoroughly equipped factories in the country.

The Company is capitalized at \$1,500,000, having plants at Jackson and Flint, Michigan, covering approximately 520,000 or little over half a million square feet of floor space. The demand for BUICK cars being so great, it was found necessary to add another factory in Flint, having about 250,000 sq. ft. of floor space. The engine works have a capacity of 28 complete motors a day and the output of cars has increased, from 35 in 1904 and 750 in 1905-6, to an estimated production of 5,000 cars in 1907, including 3,500 two-cylinder and 1,500 four-cylinder.

This shows the growth of the organization during the past three years and determines conclusively that with these facilities only a first-class car can be produced.

## Three Notable Victories



IN November of 1904 we introduced the BUICK car in the East by winning *Eagle Rock Hill Climb* in 2:18 2-5, cutting best previous record for two-cylinder cars in half and astonishing the automobile world by the power of our motor. That year, from October to December, sold two cars.

In 1905 won *Mt. Washington Hill Climb*, in 36:25 4-5, creating a new record for that event for two-cylinder cars and defeating cars of three times the price. For this "we have the medal." That year sold seventy-six cars.

In 1906, at Empire Track, Yonkers, won the *100 Mile Event*, in 2:5—31 3-5, defeating a field of eleven high-powered French and American cars without a stop of the motor, demonstrating the great reliability of the BUICK car. That year sold 256 cars.

Our victories during these three years have brought us **thirty-six cups and medals** Using *Stock Cars Only*, this shows the ability to win on the track and hill in competition with the best products of two continents. We do not claim to have a racing car but believe we can do with two cylinders what others do with four and nothing but reliability and the best of workmanship with highest grade material could produce a car that would show these wonderful results.

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**N. Y. & N. J. Agt's H. J. KOEHLER S. G. CO.**  
LARGEST RETAIL DEALERS IN THE UNITED STATES

## KOEHLER'S BIG ORDER FOR 500 CARS

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*ON October 1st, 1906, we as Buick agents in New York and New Jersey, entered into a contract with the Buick Motor Co., and ordered 350 two cylinder cars and 150 four cylinder cars, being one-tenth of the Buick factory's output, our order amounting to \$700,000. The size of this order indicates how we feel regarding the Buick Car.*



“But the Buick Has the Medal”

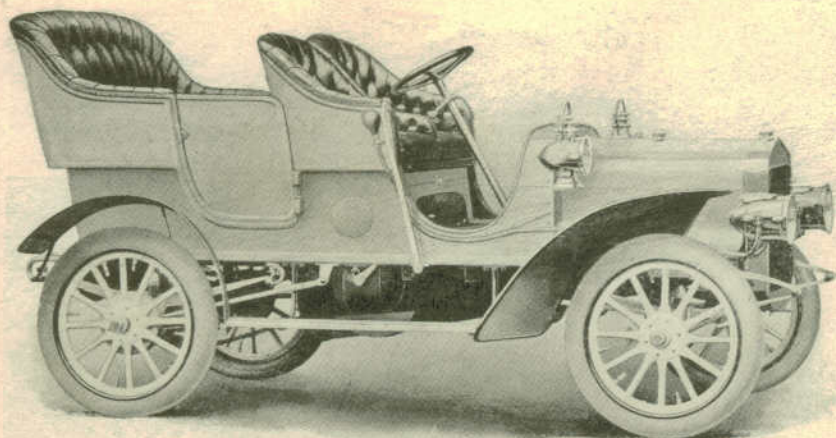


The cups and medals shown above were won by Mr. H. J. Koehler, driving a BUICK STOCK CAR and represent victories at the most important hill climbs and track meets held in the East, at which American and foreign cars, of three and four times its price, were competitors.

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**N. Y. & N. J. Ag'ts H. J. KOEHLER S. G. CO.**  
LARGEST RETAIL DEALERS IN THE UNITED STATES.

## Model "F" Specifications



**MOTOR**—Two-cylinder double opposed,  $4\frac{1}{2}\times 5$ . Guaranteed 22 horsepower. Every part readily accessible from top. Cylinders pistons and rings are ground—all protected from the dust and mud by a steel pan running from the rear sprocket to the radiator.

**IGNITION**.—Jump spark supplied by storage battery with extra dry cells.

**TRANSMISSION**.—Planetary; two speeds forward and reverse.

**LUBRICATION**.—Mechanical force feed oiler.

**FRAME**.—Angle steel with cross supports hot riveted.

**WHEEL BASE**.—50 inches, tread 56 inches.

**WEIGHT**.—1,900 lbs.

**TIRES**.— $30\times 3\frac{1}{2}$ .

**BRAKES**.—Internal Expanding steel band hub brakes with camel's hair face. Absolutely positive in both directions.

**EQUIPMENT**.—Two oil side lights, two acetylene headlights and generator, tail light, tube-horn, complete set of tools and repair outfit.

**COLOR**.—Purple Lake Body, with Ivory white running gear. All cars ironed for a top.

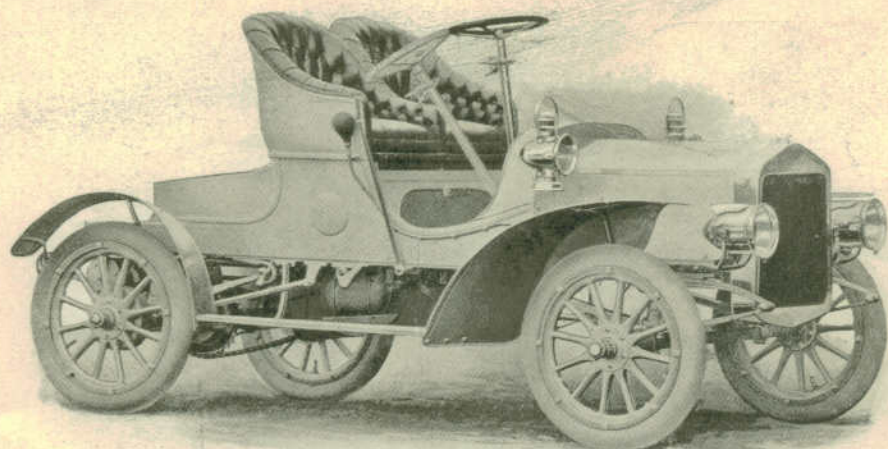
**PRICE**.—\$1,250. F. O. B. Factory.

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**N. Y. & N. J. Ag'ts H. J. KOEHLER S. G. CO.**

LARGEST RETAIL DEALERS IN THE UNITED STATES.

## Model "G" Specifications



**MOTOR**—Two-cylinder double opposed,  $4\frac{1}{2}\times 5$ . Guaranteed 22 horsepower. Every part readily accessible from top. Cylinder pistons and rings are ground—all protected from the dust and mud by steel pan running from the rear sprocket to the radiator.

**IGNITION**—Jump spark supplied by storage battery with extra dry cells.

**TRANSMISSION**—Planetary; two speeds forward and reverse.

**LUBRICATION**—Mechanical force feed oiler.

**FRAME**—Angle steel with cross supports hot riveted.

**WHEEL BASE**—99 inches, tread 56 inches.

**WEIGHT**—1,800 lbs.

**TIRES**— $30\times 3\frac{1}{2}$ .

**BRAKES**—Internal Expanding steel band hub brakes, with camel's hair face. Absolutely positive in both directions.

**EQUIPMENT**—Two oil side lights, two acetylene headlights and generator, tail light, tube-horn, complete set of tools and repair outfit.

**COLOR**—Purple Lake Body, with Ivory white running gear. All cars ironed for a top.

**PRICE**—\$1,250. F. O. B. Factory.

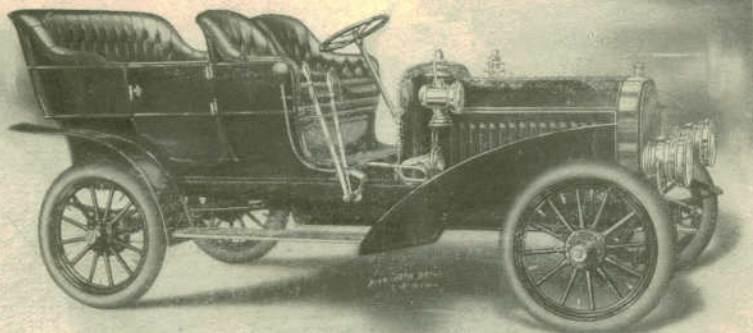
This is a high-powered, high-grade runabout. It is one of the handsomest cars ever put on the market, and is built especially for people who want style and power.

Price, \$1,150. F. O. B., Factory.

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**N. Y. & N. J. Agts., H. J. KOEHLER S. G. CO.**  
LARGEST RETAIL DEALERS IN THE UNITED STATES

## Model "D" Specifications



Price	<del>1775.</del> <sup>1775.</sup> F. O. B., <del>Factory</del> Newark, N. J.
Weight	2,000 lbs.
Wheel Base	102½ inches.
Tread	56 inches.
Tires	32x4 inches.
Brakes	Hub, internal Expanding also internal contracting on driving shaft.
Springs	Semi-elliptic—very long.
Frame	Pressed steel.
Horse Power	25-30.
Bore	4¼, stroke 4½.
Cylinders	Four vertical.
Suspension	Five point, two flexible.
Cooling	Water.
Ignition	Jump spark, supplied by storage battery.
Lubrication	Mechanical force feed, gear driven.
Motor Control	On top of steering wheel—fixed.
Clutch	Multiple disc.
Transmission	Sliding gear, three forward, one reverse.
Drive	Shaft.
Equipment	<del>Five</del> lamps, horn, tool and tire repair outfit. <i>Headlights + generator \$50. extra</i>

## Model "H" Specifications

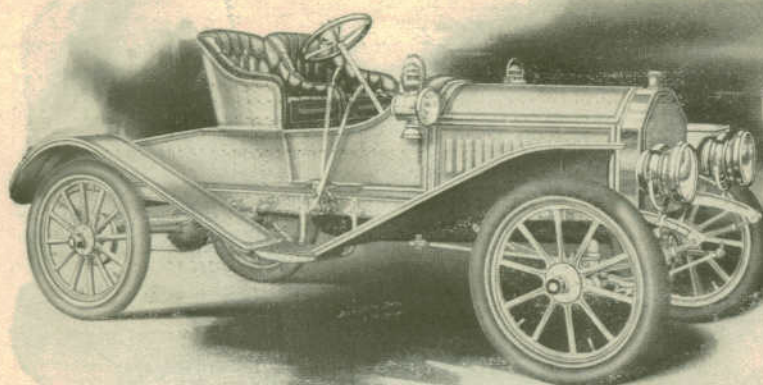
Specifications and equipment on Model "H" same as Model "D," excepting that the transmission is planetary type of special design, running in an oil bath, two speeds forward and reverse, all controlled by one-lever with selective type gear change.

Price, ~~1775.~~ <sup>1775.</sup> F. O. B., ~~Factory~~ Newark, N. J.

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**N. Y. & N. J. Ag'ts H. J. KOEHLER S. G. CO.**  
LARGEST RETAIL DEALERS IN THE UNITED STATES

## Model "S" Specifications



#2525

Price . . . . .	██████████ F. O. B., ██████████ Newark, N. J.
Body . . . . .	Turtle back; very racy in appearance.
Weight . . . . .	1,800.
Wheel base . . . . .	106½ inches; very smooth riding.
Tread . . . . .	56 inches.
Tires . . . . .	32x4 inches.
Brakes . . . . .	Hub, internal expanding, also external contracting on driving shaft.
Springs . . . . .	Semi-elliptic, very long.
Frame . . . . .	Pressed steel.
Horse-Power . . . . .	25-30.
Bore . . . . .	4¼ by 4½ stroke.
Cylinders . . . . .	Four vertical.
Suspension . . . . .	Five point, two flexible.
Cooling . . . . .	Water.
Ignition . . . . .	Jump spark, supplied by storage battery.
Lubrication . . . . .	Mechanical force feed, gear driven.
Motor Control . . . . .	On top of steering wheel—fixed.
Clutch . . . . .	Multiple disc.
Transmission . . . . .	Sliding gear, giving three forward and one reverse speed.
Drive . . . . .	Shaft.
Equipment . . . . .	Five lamps, horn, tool and tire repair outfit.

## Model "K" Specifications

Equipment and specifications of Model "K" same as Model "S," excepting that it is controlled by the same special design of transmission as used on Model "H," being planetary type, running in an oil bath two speeds forward and reverse, controlled by one lever. Very simple and positive in action.

Price, #2525 ██████████ F. O. B., ██████████ Newark, N. J.

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**N. Y. & N. J. Agt's H. J. KOEHLER S. G. CO.**  
LARGEST RETAIL DEALERS IN THE UNITED STATES



# What Some of the Users Say

Paterson, N. J., Jan. 5, 1907.

Mess. H. J. Koehler Sporting Goods Co.,  
Newark, N. J.

Dear Sirs:—

Have used a two-cylinder 22 horse-power Buick tonneau all last season; went 5,295 miles during 1906, and find the running expenses for same to be \$112.55, viz.:

Gasolene .....	\$79.35
Oil .....	27.00
4 batteries.....	1.00
2 commutator points .....	.70
Charging 6 storage batteries at 75c.....	4.50

\$112.55

Repairs on wagon, entirely my fault, \$7.50, as I lost my nerve on a hill, forgetting I had a brake, backed down hill and damaged low gear shaft. Of course I expect to buy a shoe or two next season, but the Dunlap Hartford's, which I am using, look as if they would go another season, as they are still looking good.

Yours very truly,  
CHRISTOPHER HORANDT,

H. J. Koehler S. G. Co.

New York City.

Gentlemen:—

It gives me pleasure to add my testimony to that of other Buick owners who have found satisfaction with their car. Have used mine all summer, running between seven and eight thousand miles, and after recently disassembling it, find no repairs or replacements necessary, except four spring shackles. The condition of all mechanical parts, bearings, etc., was as good as new, and I must strongly recommend the Buick for its endurance, power and small cost of up-keep. My bills for actual repair amounted to less than \$5.00

C. M. DE MOTT,  
21 Poplar Place,  
New York City.

H. J. KOEHLER, S. G. CO.,

1649 Broadway, N. Y.

Gentlemen:—

After using the Buick car during 1906, making a great many trips between New York and Connecticut, besides using it in my regular practice, I have been so well pleased with the car that my order is in for a 1907 model. I recommend it for endurance, power and lack of necessary repairs.

G. M. HAMMOND, M. D.,  
60 West 55th St.,  
Louisville, Ky.

BUICK MOTOR CO.:

I wish to advise that the car is nearly perfect in every particular, and is the finest piece of mechanism I have ever seen. Its running and manipulation are almost perfect.

THEO. H. CURTIS, Supt. Machinery L. & N. R. R. Co.

BUICK MOTOR CO.:

My car is a wonder and I have no hesitation in taking any long trips, knowing I will have no trouble. It climbs hills better than anything on earth.

E. S. FREISINGER,  
127 W. 41st St., New York City

BUICK MOTOR CO.:

As a mechanical engineer I can frankly say that your car is without a peer in the automobile world. It is all you claim for it and the up-keep is too small to mention.

FRED A. PHELPS,  
543<sup>1</sup>/<sub>2</sub> Clifton Ave., Newark, N. J.

Newark, N. J., 11-9-'06.

" \* \* \* I have ridden the car about 3,500 miles and it has not cost me quite a ten dollar bill for repairs \* \* \* and it runs just as good as the day I bought it; in fact it is good enough for me another season. \* \* \* "

CHAS. GOLDINGAY,  
Newark, N. J., May 18th, 1905.

H. J. Koehler,

845 Broad St., City.

Dear Sir:—

The Buick car I purchased from you about one month ago, I am pleased to say has given me a great deal of pleasure. In all my experience in automobilism, I have never had a car as trustworthy. In fact, up to now, I have never had any trouble, and to all inquiries I take great pleasure in boosting the merits of this car.

Yours very truly,  
W. E. LEHMAN.

Madison, N. J., Jan. 5th, 1906.

Mr. H. J. Koehler,

845 Broad St., Newark, N. J.

My dear Sir:—

In reply to your letter would say that I have run the Buick car bought from you July 24th, 3,500 miles. I consider it the very best two cylinder gasolene Automobile made.

I have developed a speed of 43 miles an hour with it, and have never yet met a gasolene Automobile I couldn't pass going up a grade.

I ran it on a tour through New York to Connecticut in September and covered over 500 miles without costing me a cent except for gasolene and storage.

If I were going to buy another gasolene car, and had \$2,500.00 to invest in same, I would buy a \$1,200.00 Buick.

Very truly yours,  
L. A. NOE.

The above are a few of the many testimonials received. Others can be seen at our office.

# BUICK CARS

*SOLD AND CARED FOR AT EACH OF*

*∴ Koehler's New Jersey Garages ∴*

*ALSO AT THEIR*

*NEW YORK SALESROOMS, 1649 B'WAY, COR. 51st ST.*



## KOEHLER'S

*BUICK SALESROOMS*

NEW YORK CITY - - 1649 BROADWAY

NEWARK, N. J. - - - 845 BROAD ST.

EAST ORANGE, N. J. 43-45 HARRISON ST.

MONTCLAIR, N. J. 369-371 BLOOMFIELD AVE.

PATERSON, N. J. - 16-18-20 PATERSON ST.