

Buick

**MOTOR CARS
1911**



Buick Model 10 winning Light Car Championship
on Giant's Despair Mountain,
Wilkes-Barre, Pa., 1909.



Scene of one of its Greatest Triumphs—Buick
Model 16 Winning Vesper Trophy in National
Stock Chassis road race for cars of
301 to 450 Cubic Inches.

During the great three days' meet at Lowell,
Mass., Buick cars won 7 of the 10 National Stock
Chassis events, leaving only three firsts for 20
manufacturers and 30 drivers of national repu-
tation.

We build nothing
but high grade auto-
mobiles, and when
better automobiles
are made, Buick
will build them.

Buick

MOTOR CARS

1911



BUICK MOTOR COMPANY
FLINT, MICHIGAN



New York



Chicago



Kansas City

REPRESENTATIVE BRANCH HOUSES

Over 68,000 satisfied Buick owners in every part of this great land vouch for the reliability, hill climbing power and speed of their cars; they will tell you that our sales organization, with its shops, stock rooms, mechanics and unequalled facilities, constitutes the safest guarantee of service offered by the industry.

BUICK BRANCHES AND DISTRIBUTORS

Boston
Albany
New York
Philadelphia
Washington
Atlanta
Pittsburg
Buffalo
Cleveland
Toledo
Detroit
Saginaw
Grand Rapids
Battle Creek
Indianapolis
Chicago
Milwaukee

Dealers
in all
leading
Foreign
Countries

Des Moines
Kansas City
St. Louis
Syracuse
Charlotte
Cincinnati
Dayton
Minneapolis
Lincoln
New Orleans
Dallas
Denver
Salt Lake City
Portland
San Francisco
Los Angeles
Oshawa, Ont.

Agents in almost every Hamlet.



Simplest and most popular
Cars in the World for Women.



The Buick Motor Company has no publicity department to write volumes about its cars—no artists to illustrate them in newspapers, magazines, programs and on roadside billboards. The name Buick on a motor car is sufficient guarantee of its worth. Merit, service, accomplishments and our policy of a square deal to everyone have won the approval of the American people and first place for the Buick among motor cars. This statement we prove beyond question by the fact that over 68,000 Buick cars have been sold—more cars than have been made by any other company or combination. Over 11,000 voluntary testimonial letters, hundreds of them from customers who have never spent a dollar on Buick cars for repairs, form an asset which no other automobile company possesses.

There are three principal things to consider when purchasing a motor car—price, appearance, and most important, mechanism. Of the first feature, your pocket is the judge. The second, your personal taste. But for the third and most important, you have to depend upon the company that manufactures the goods. Measured by these scales Buick cars are three times winners, the logical and popular choice.



You see them everywhere



Buick winning at Port Jefferson Hill Climb, making 20 per cent. faster time than any car in its class, also better time than any stock car in \$3,000 and over classes.



Buick Model 10 winning perfect score in the great 380 mile Boston, Bretton Woods and return, 24-hour endurance contest.

BUICK TRUTHS

The Buick Motor Company is financially one of the strongest industrial companies.

No other make of car is built so completely in its own shops.

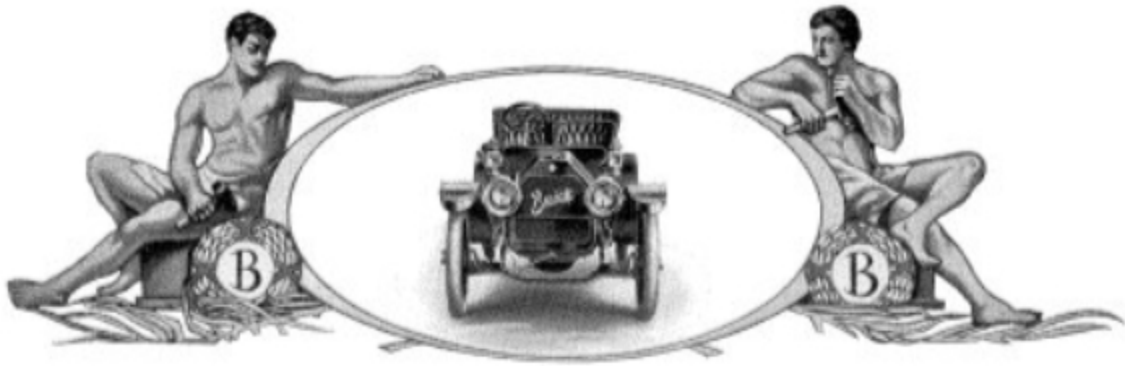
Three Buick cars purchased to carry U. S. Mail and passengers over country roads have covered 110 miles a day 300 days a year; each car has run over 110,000 miles. Hundreds of Buick cars have run over 80,000 miles. A ride in a Buick car is a pleasure trip—you do not work your passage changing gears—their power gives you choice of position on the road. No man with good red blood in his veins likes to eat more than his share of dust, or drop out of his position on the road while changing gears when hills are encountered.

Buick cars are the champion all around stock cars—they have won over 500 hill-climbs, speed, endurance and reliability contests—more than have been won by any other make of car, regardless of price, horse-power and number of cylinders.

Buick power and speed are inevitable results of correct design, good materials and careful workmanship.



Col. Cody, Chief Iron Tail—Indians, Cowboys and 22 Buick cars at the Crescent Athletic Club ready to start on the greatest Wild West Parade New York ever saw.



1911 MODELS

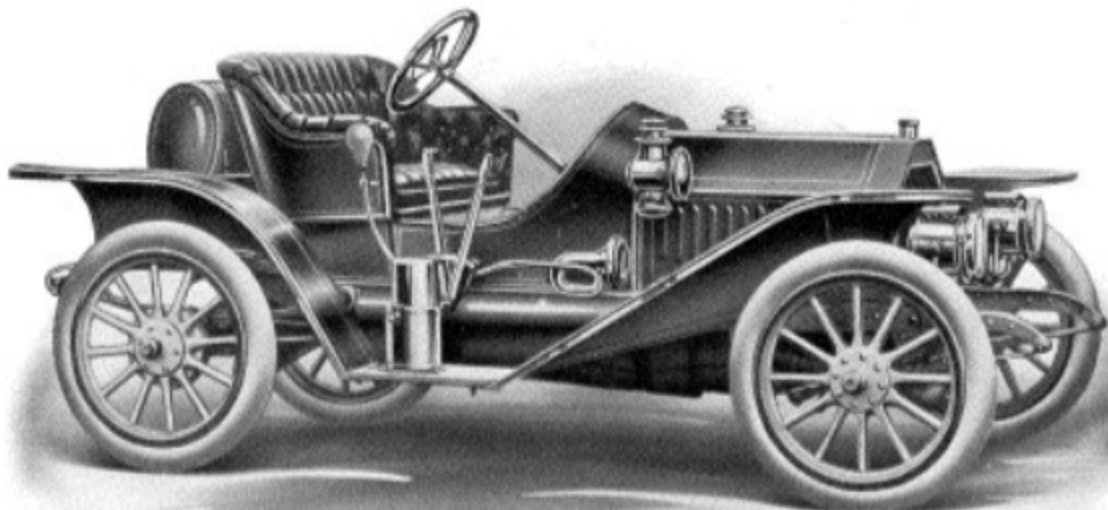
All 1911 Buick cars are new models designed to excel in quality of material, workmanship, finish and beauty. Every little detail of each car is worked out to a nicety never before approached in a moderate price automobile. The cars are made from the finest raw materials the market affords. No other car at any price leads them in standardization of parts, or has more parts fitted to one one-thousandth part of an inch.

We make the strongest, most enthusiastic claims for 1911 Buick Motor Cars because we build only high grade automobiles. We claim superiority over other cars of their respective prices, and yield nothing to any make of car in reliability or economy. We hold that our cars can go to a given point and return with more speed and certainty and on less fuel than any cars of their respective prices, and with as much speed, certainty and comfort as any stock car. They are built to wear as long as any motor car that does an equal amount of work and receives the same care in handling.

On the next few pages we illustrate and briefly describe the cars that popular opinion has stamped the leaders of them all.



One of the many trainloads of Buick Cars on their way to a Branch House.



MODEL 32. PRICE \$800

THE BUICK Model 32 will stand more hard use and abuse than any light runabout ever offered for sale. It is the best finished, best built, simplest and strongest car of its class. There is not a stock runabout made for \$1,000 or less that can equal it for endurance, service, speed and high gear hill climbing. Its predecessor, the Model 10 Buick, was, for all 'round use, the most popular light car. It won more hill climbs, speed and endurance contests than all other light cars combined.

Specifications

<i>Body</i>	Two passengers.	<i>Gasoline Capacity</i>	Sixteen gallons.
<i>Frame</i>	Pressed steel, 3½ inch drop.	<i>Lubrication</i>	Self contained, constant level, splash system, oil circulated by gear pump.
<i>Springs</i>	Semi-elliptic front, full elliptic rear with scroll ends.	<i>Clutch</i>	Cone.
<i>Axles</i>	Front, tubular; rear, semi-floating.	<i>Transmission</i>	Planetary, automatic high speed clutch release on slow speed and brake pedals.
<i>Wheels</i>	Wood, artillery type.	<i>Drive</i>	Shaft.
<i>Tires</i>	30 x 3½ inches, quick detachable.	<i>Brakes</i>	Two. Internal expanding on rear wheels, external contracting on transmission shaft.
<i>Wheel-base</i>	90 inches.	<i>Steering Gear</i>	Semi-irreversible.
<i>Tread</i>	56 inches (60 inches special).	<i>Finish</i>	Buick red throughout. Upholstering, black leather over curled hair and coil springs.
<i>Motor</i>	Four cylinders, cast in pairs, 3¾ x 3¾ inches, 22½ h. p. (A.L.A.M.) rating, and 31 h. p. actual brake test.	<i>Equipment</i>	Oil side and rear lamps, gas headlights, generator, horns, tools, jack, pump, and tire repair kit.
<i>Cooling</i>	Water, circulated by pump.		
<i>Ignition</i>	Magneto and dry cells.		
<i>Carburetor</i>	Schebler, float feed.		

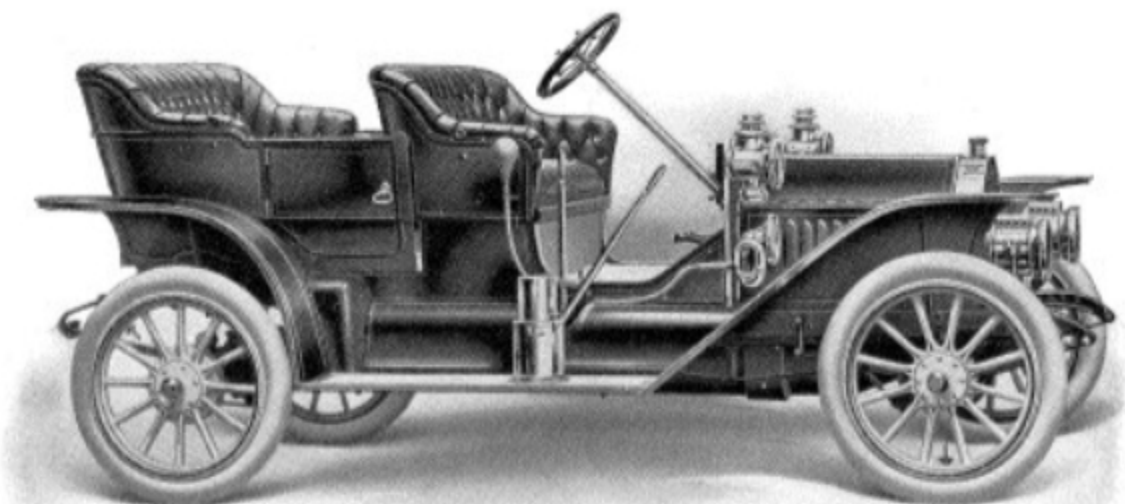
PRICE, F. O. B. FACTORY



Buick, winner of its class in New York Trade Association one gallon efficiency contest. Distance covered, 28.2 miles.



Nickel steel timing gear and shaft that drives fan belt pulley, water pump and magneto.



MODEL 33. PRICE \$950

THE BUICK Model 33 is the first and only truly high grade touring car offered for less than \$1,150. It rides so much easier, and is so much better made and better finished than other cars sold near its price, that it will be doing satisfactory service for thousands of miles after its price and all its competitors have been forgotten.

Specifications

<i>Body</i>	Touring type with detachable tonneau.	<i>Lubrication</i>	Self contained, constant level, splash system, oil circulated by gear pump.
<i>Frame</i>	Pressed steel, 3 1/2 inch drop.	<i>Clutch</i>	Cone.
<i>Springs</i>	Semi-elliptic front, full elliptic rear with scroll ends.	<i>Transmission</i>	Planetary, automatic high speed clutch release on slow speed and reverse pedals.
<i>Axles</i>	Front, I-beam; rear, semi-floating.	<i>Drive</i>	Shaft.
<i>Wheels</i>	Wood, artillery type.	<i>Brakes</i>	Two. Internal expanding on rear wheels, external contracting on transmission shaft.
<i>Tires</i>	30 x 3 1/2 inches, quick detachable.	<i>Steering Gear</i>	Semi-irreversible.
<i>Wheel-base</i>	100 inches.	<i>Finish</i>	Body, springs, frame and axles, dark blue; wheels, ivory white; upholstered in black leather over curled hair and coil springs.
<i>Tread</i>	56 inches (60 inches special).	<i>Equipment</i>	Oil side and rear lamps, gas headlights, generator, horn, tools, jack, pump and tire repair kit.
<i>Motor</i>	Four cylinders, cast in pairs, 3 1/4 x 3 3/4 inches, 22 1/2 h. p. (A.L.A.M.) rating, and 31 h. p. actual brake test.		
<i>Cooling</i>	Water, circulated by pump.		
<i>Ignition</i>	Magneto and dry cells.		
<i>Carburetor</i>	Schebler, float feed.		
<i>Gasoline Capacity</i>	Twelve gallons.		

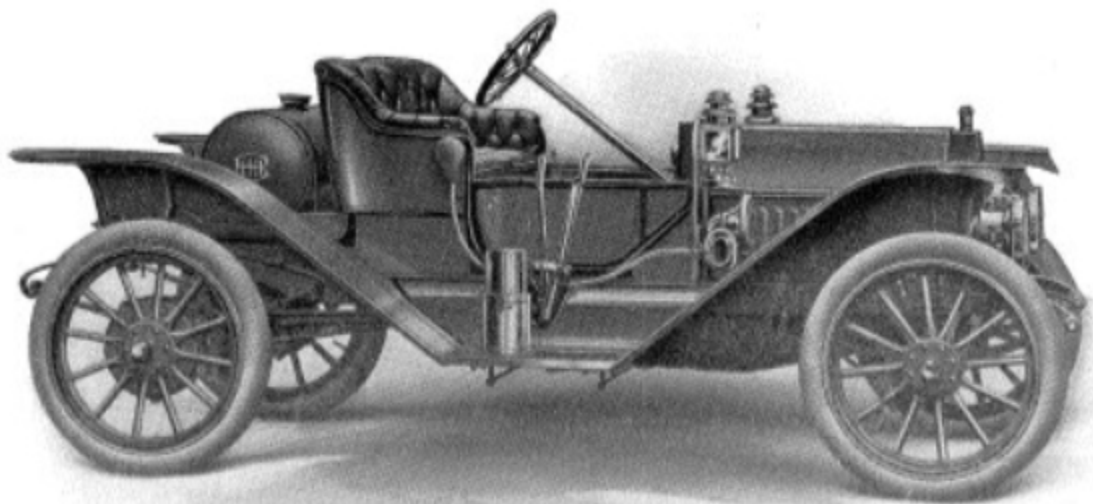
PRICE, F. O. B. FACTORY



Piston, showing rings, oil grooves, and end of wrist-pin. Connecting rod, showing bearing, take up shims and oil grooves.



Hon. James S. Sherman, Vice-President of the U. S., presenting cups to a Buick double winner—Richfield Springs Hill Climb.



MODEL 26. PRICE \$1050

THE BUICK Model 26 Runabout is unequalled for beauty, finish and comfort. Cars at \$1,500 and under must eat its dust on hills and on the level.

More nickel steel and heat treated parts are used in making this car than in any other make sold within \$500 of its price. There is a large storage space under the front seats, and also space for a dress suit case or small trunk just back of the 25 gallon gasoline tank.

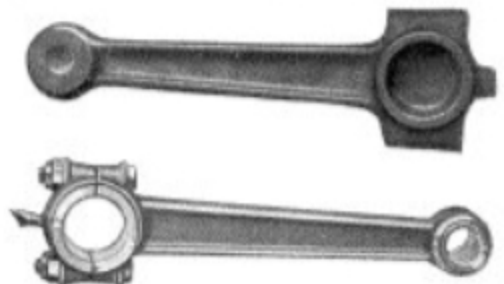
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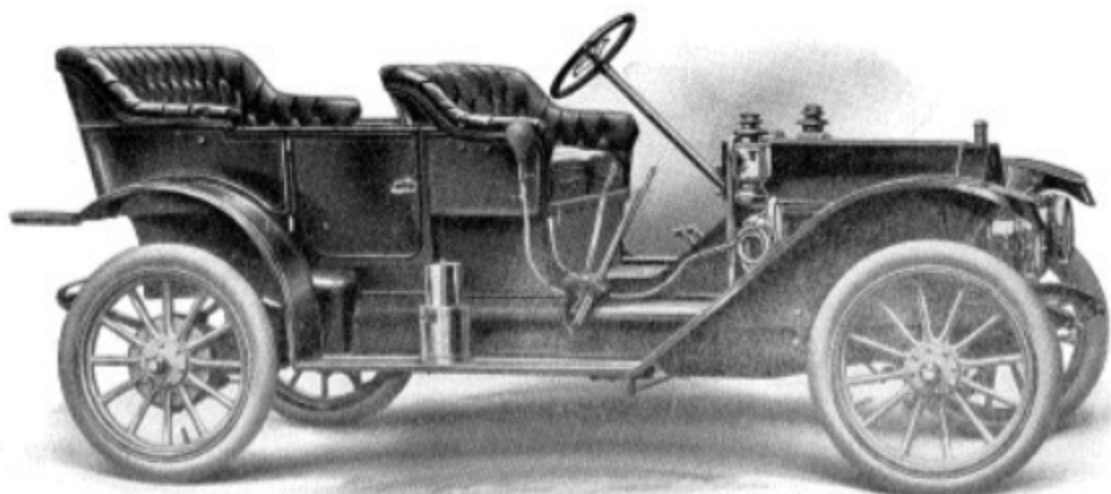
<i>Body</i>	Two passengers.	<i>Lubrication</i>	Self contained, constant level, splash system, oil circulated by pump.
<i>Frame</i>	Pressed steel, 3 1/2 inch drop.	<i>Clutch</i>	Multiple disc.
<i>Springs</i>	Semi elliptic front, full elliptic rear with scroll ends.	<i>Transmission</i>	Selective sliding gears. Three speeds forward and one reverse.
<i>Axles</i>	Front, I-beam; rear, semi-floating.	<i>Drive</i>	Shaft.
<i>Wheels</i>	Wood, artillery type.	<i>Brakes</i>	Two. Internal expanding and external contracting on rear wheels.
<i>Tires</i>	32 x 3 1/2 inches, quick detachable.	<i>Steering Gear</i>	Semi-irreversible.
<i>Wheel-base</i>	100 inches.	<i>Finish</i>	Battleship gray. Upholstery, extra fine leather over curled hair and coil springs.
<i>Tread</i>	56 inches (60 inches special).	<i>Equipment</i>	Oil side and rear lamps, gas lamps, generator horn, tire holder, tools, jack, pump, half foot rest and tire repair kit.
<i>Motor</i>	Four cylinders, cast in pairs, 4 x 4 inches, 25.6 h. p. (A.L.A.M.) rating, and 34.4 actual brake test.		
<i>Cooling</i>	Water, circulated by pump.		
<i>Ignition</i>	Spittdorf magneto and dry cells.		
<i>Carburetor</i>	Schelder, float feed.		

PRICE, F. O. R. FACTORY



Connecting rod from the first crude shaping after coming from the heating furnace to the finished article.





MODEL 27. PRICE \$1150

THE BUICK Model 27 touring car has a low drop frame, ample room for five passengers, and is unusually easy of access by low running boards and wide doors. Touring cars of other makes listing for less than \$1,500 have fewer coats of paint, less comfort and style, fewer parts fitted to one one-thousandth part of an inch and less nickel steel. Assembled cars sold at a moderate price and seventy per cent. of all touring cars are outclassed by the Model 27 on hills and open roads.

Specifications

<i>Body</i>	Five passengers.	<i>Gasoline Capacity</i>	Twelve gallons.
<i>Frame</i>	Pressed steel, very low drop.	<i>Lubrication</i>	Self contained, constant level, splash system, oil circulated by pump.
<i>Springs</i>	Semi-elliptic front, full elliptic rear.	<i>Clutch</i>	Multiple disc.
<i>Axles</i>	Front, I-beam; rear, semi-floating.	<i>Transmission</i>	Selective sliding gears. Three speeds forward and one reverse.
<i>Wheels</i>	Wood, artillery type.	<i>Drive</i>	Shaft.
<i>Tires</i>	32 x 3 1/2 inches, quick detachable.	<i>Brakes</i>	Two. Internal expanding and external contracting on rear wheels.
<i>Wheel-base</i>	108 inches.	<i>Steering Gear</i>	Semi-irreversible.
<i>Tread</i>	56 inches (60 inches special).	<i>Finish</i>	Body and chassis, dark blue; wheels, battleship gray.
<i>Motor</i>	Four cylinders, cast in pairs, 4 x 4 inches, 25.6 h. p. (A.L.A.M.) rating, and 34.4 actual brake test.	<i>Equipment</i>	Oil side and rear lamps, gas headlights, generator, horn, foot rest, robe rail, tools, jack, pump and tire repair kit.
<i>Cooling</i>	Water, circulated by pump.		
<i>Ignition</i>	Splittorf magneto and dry cells.		
<i>Carburetor</i>	Schebler, float feed.		

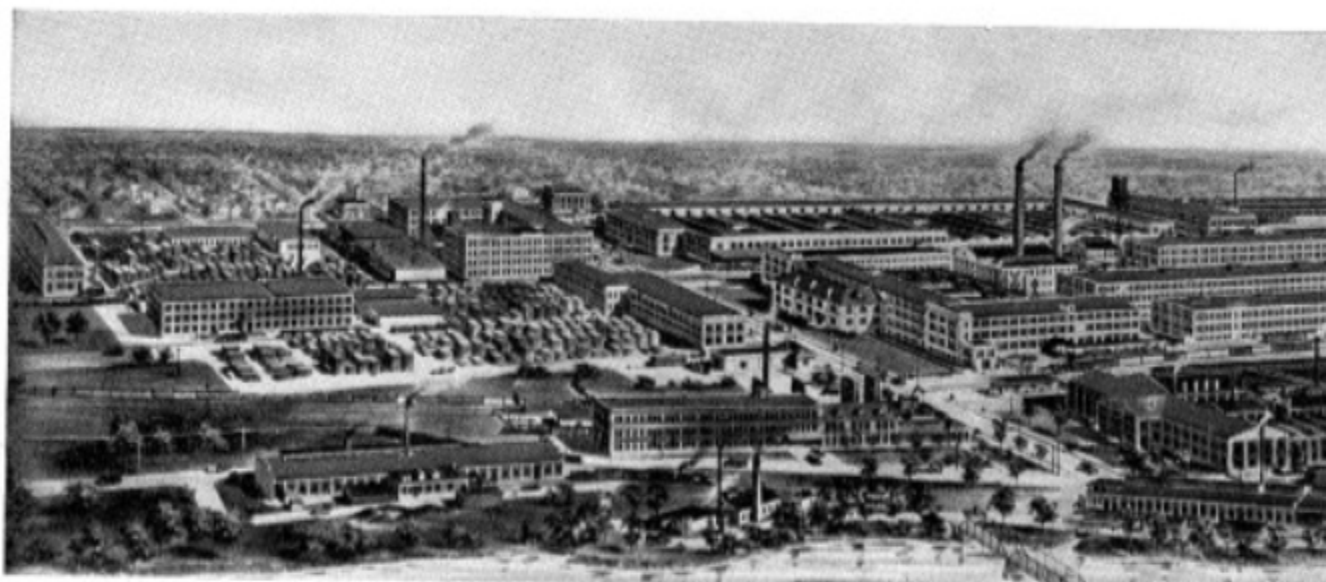
Full fore door model furnished for \$1,200.

PRICE, F. O. B. FACTORY



From the nickel steel bar stock to a complete four throw crank shaft ready to be heat treated, oil tempered and ground.

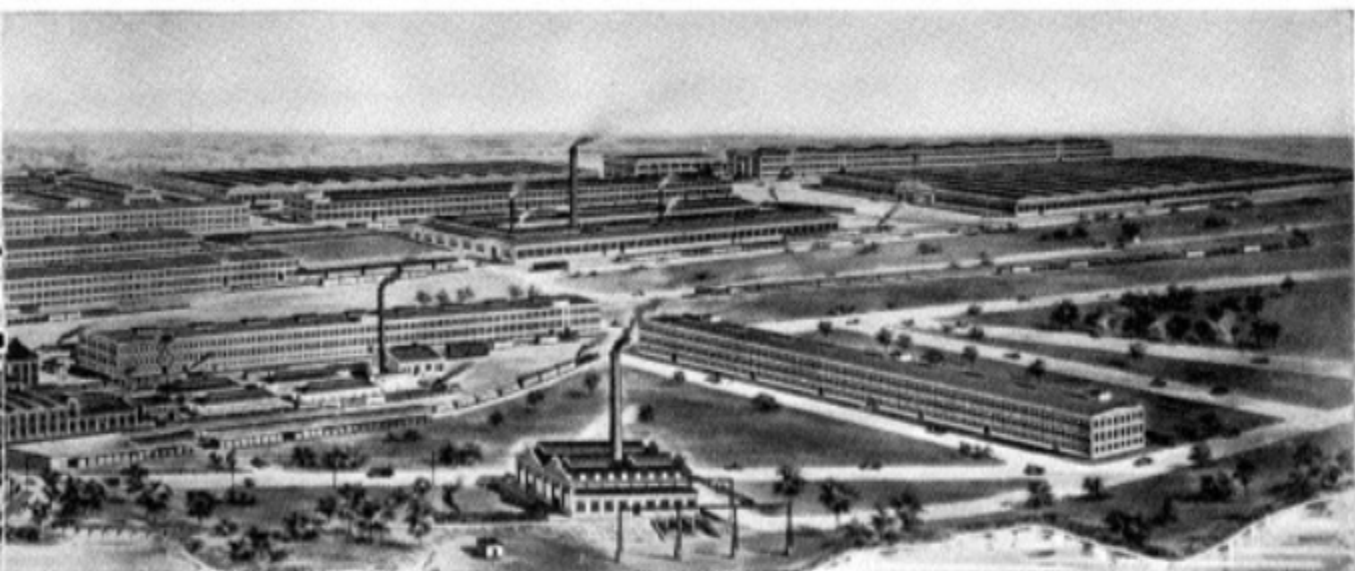




HOME OF THE BUICK MOTOR COMPANY, FLINT, MICHIGAN

LARGEST, best organized, best equipped and most sanitary automobile shops in the world—and third largest factories of any kind. Floor area 2,453,124 square feet—over 56 acres. Largest shippers of first-class freight in the world. On the ground where these buildings now stand, and the army of 8,000 workmen turn out their hundred odd high grade motor cars each day, a huge crop of hay was harvested seven years ago. Thirty-seven cars were made in 1904 by about fifty men; 30,000 were made in 1910. Full trainloads of Buick automobiles are often shipped to our distributors. One train of forty Rock Island cars, over a third of a mile long, carrying 127 Buick automobiles valued at \$164,000, was shipped to Dallas, Texas. Another train carried \$196,350 worth of Buick motor cars to San Francisco. Approximately 15,000 freight cars were required to move our 1910 production; these cars would form a train more than a hundred miles long. The lamps on the 1910 cars placed less than 100 feet apart would more than light the road from New York to San Francisco. The American Sheet and Tin Plate Company is authority for the statement that the Buick Motor Company's contract for cold rolled steel is the largest single contract for cold rolled steel and shafting ever placed in America. The 1910 Buick production was about equal to the total number of automobiles manufactured the world over in 1904, the year the Buick Motor Company was organized.

Two hundred and twenty-eight Buick cars were shipped in one day; in 26 days in June, 1910, 3,353 Buick cars were shipped. In 4 months, March, April, May and June, 1910, 12,123 Buick cars were shipped. In every part of this great industrial organization everything is in place, there is no confusion; even the floors are immaculate.



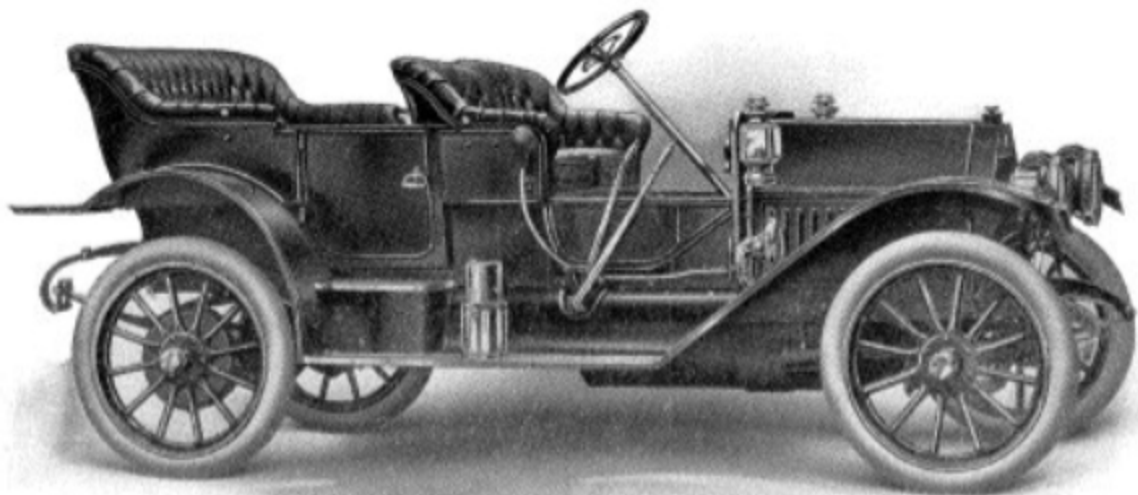
LARGEST AUTOMOBILE PLANT IN THE WORLD

IN THIS picture, which is an actual reproduction, you see where Buick cars are designed, assembled, finished, tested and shipped to all parts of the civilized world. It is a fact that Buick cars are more completely built in their own factories than any other make of motor car.

A spring works, gray iron foundry, brass foundry, forging plant, sheet metal plant, radiator plant, spark plug plant, aluminum foundry (which used five million pounds in 1910, more than was made in America five years ago), body plant (largest for automobiles), wheel plant, axle plant and a motor plant under one roof covering seven and a quarter acres, all make parts from the choicest Chemically tested raw materials. These parts are turned over to the great machine, motor, gear cutting, axle, forging and milling plants. They are then given to separate assembling plants, of which there is one for each model.

Offices, designing rooms, pattern shops, marvelous power plants, paint shops, heat treating ovens by the dozens, oil tempering baths, top and upholstering shops, experimental shops, a chemical laboratory, store-rooms, a garage and salesroom are all necessary units in this great enterprise. Even the cap screws, nuts and bolts are made here.

Representing millions of dollars, the equipment of the Buick shops is the marvel of this engineering and manufacturing age. It includes thousands of automatic labor-saving machines, half a million tools, jigs, dies and fixtures that save the purchasers of Buick cars millions of dollars a year in first cost, and unknown thousands of dollars a year afterwards, because each part is interchangeable, made exactly like every other part of its kind. It is a recognized fact the world over that Buick cars lead all others in the standardization of parts.



MODEL 21. PRICE \$1500

THE BUICK Model 21 is built to give, and does give, better service than any medium size five passenger automobile, regardless of price, horse-power or number of cylinders. It is the greatest automobile value ever offered. Side by side comparisons prove it has no competitor for finish, strength and detail. It easily develops from five to fifty-five miles an hour on high gear, and its superior hill climbing powers are recognized wherever motor cars run. Anyone who purchases a Buick Model 21 will become a Buick salesman and a Buick enthusiast. It stands preeminent among practical motor cars.

Specifications

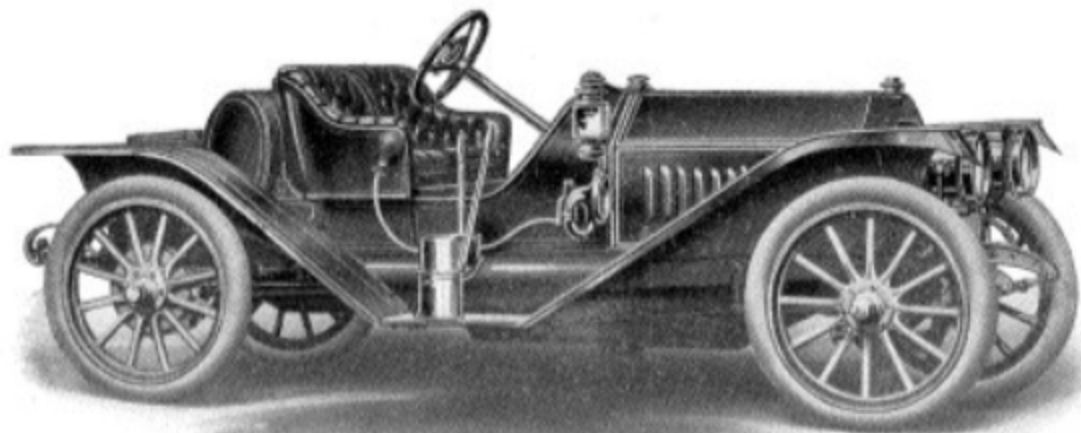
<i>Body</i>	Five passenger.	<i>Lubrication</i>	Self contained, splash system, circulated by gear pump.
<i>Frame</i>	Pressed steel, 4 inch drop.	<i>Clutch</i>	Cone.
<i>Springs</i>	Semi-elliptic front; $\frac{3}{4}$ elliptic rear.	<i>Transmission</i>	Selective sliding gears. Three speeds forward and one reverse.
<i>Axles</i>	Front, I-beam; rear, semi-floating.	<i>Drive</i>	Shaft.
<i>Wheels</i>	Wood, artillery type.	<i>Brakes</i>	Two. Internal expanding and external contracting on rear wheels.
<i>Tires</i>	34 x 4 inches, quick detachable.	<i>Steering Gear</i>	Semi-irreversible.
<i>Wheel-base</i>	110 inches.	<i>Finish</i>	Butic dark green throughout. Upholstering, black leather (extra fine quality), over long, curled hair and deep coil springs.
<i>Tread</i>	56 inches (60 inches special).	<i>Equipment</i>	Oil side and rear lamps, gas headlights, generator, horn, foot rest, robe rail, tools, jack, pump and tire repair kit.
<i>Motor</i>	Four cylinder, $4\frac{1}{4}$ x $4\frac{1}{2}$ inches, 28.0 h. p. (A.L.A.M.) rating, and 30 h. p. actual brake test.		
<i>Cooling</i>	Water circulated by pump.		
<i>Ignition</i>	Splittdorf magnets and dry cells.		
<i>Carburetor</i>	Schebler, float feed.		
<i>Gasoline Capacity</i>	Fifteen gallons.		

PRICE, F. O. B. FACTORY

Full fare door touring car model furnished for \$1,536. Closed coupled removable tonneau, \$1,206. Extra single rumble seat to take place of removable tonneau, \$50.



Evolution of a three step nickel steel gear from raw material until ready for heat treating, oil tempering and grinding.



MODEL 38. PRICE \$1850

THE BUICK Model 38 Roadster is designed for the discriminating man who uses a car for long runs and touring. Also, for the man who wishes the smartest possible motor car that will give him choice of position on the road. If any cars of its type equal it in beauty, finish, workmanship, material and power, they are not sold at a moderate price. The gasoline tank holds 27 gallons. The trunk is just the right size for convenient use. For comfort and balance the car has never been equalled.

Specifications

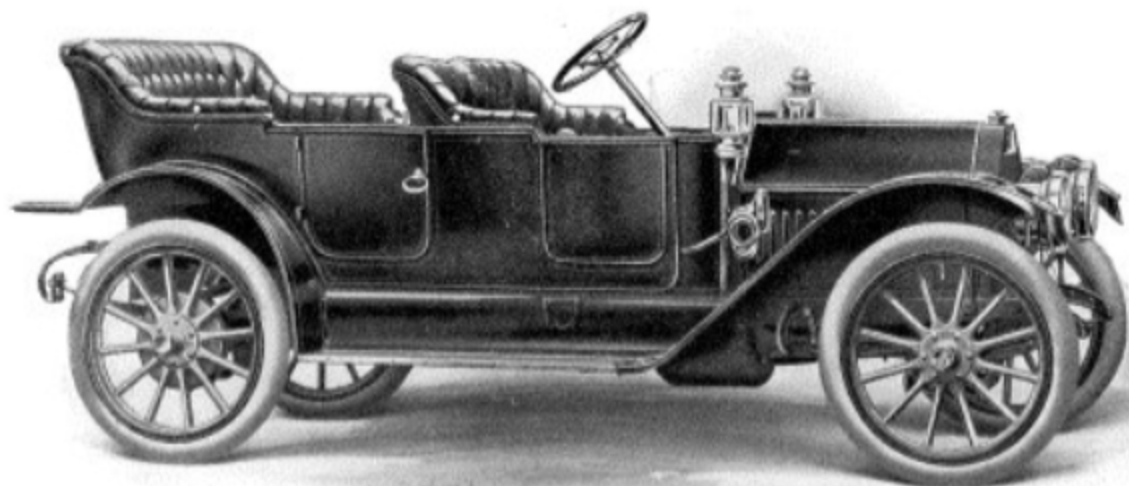
<i>Body</i>	Two passengers.	<i>Lubrication</i>	Uniformly distributed, splash system, circulated by pump.
<i>Frame</i>	Pressed steel, four inch drop.	<i>Clutch</i>	Multiple disc.
<i>Springs</i>	Semi-elliptic front, $\frac{3}{4}$ elliptic rear.	<i>Transmission</i>	Selective sliding gears. Three speeds forward and one reverse.
<i>Axles</i>	Front, I-beam; rear, semi-floating.	<i>Drive</i>	Shaft.
<i>Wheels</i>	Wood, artillery type.	<i>Brakes</i>	Two. Internal expanding and external contracting on rear wheels.
<i>Tires</i>	36 x 4 inches, quick detachable.	<i>Steering Gear</i>	Semi-irreversible.
<i>Wheel-base</i>	116 inches.	<i>Finish</i>	Body, dark blue; chassis, black; wheels, battleship gray.
<i>Tread</i>	56 inches (60 inches special).	<i>Equipment</i>	Oil side and rear lamps, Prest-O-Lite tank, gas headlights, half foot rest, horn, touring trunk, tire holders, tools, jack, pump and tire repair kit.
<i>Motor</i>	Four cylinders, $4\frac{1}{2}$ x 5 inches, cast in pairs, 52.4 h. p. (A.L.A.M.) rating, and 48.2 h. p. actual brake test.		
<i>Cooling</i>	Water, circulated by pump.		
<i>Ignition</i>	Splitdorf magneto and dry coils.		
<i>Carburetor</i>	Stromberg, float feed.		

PRICE, F. O. B. FACTORY



Drop forged I-beam front axle from solid bar stock to the test that tells the story you wish to know.





MODEL 39. PRICE \$1850

THE BUICK Model 39 Touring Car is the strongest competitor the large high price five passenger touring cars will meet this season. It is a strictly high grade touring car, with ample room and seating space to please the most particular. It has no superior among fore door cars for finish, fuel economy, comfort, silence, speed and hill climbing. It is a car in which one may experience the pride of possession. Take a demonstration and you will purchase a Buick Model 39.

Specifications

<i>Body</i>	Five passenger with fore doors.	<i>Carburetor</i>	Stronberg, float feed.
<i>Frame</i>	Pressed steel, 4 inch drop.	<i>Gasoline Capacity</i>	Eighteen gallons.
<i>Springs</i>	Semi-elliptic front, $\frac{3}{4}$ elliptic rear.	<i>Lubrication</i>	Uniformly distributed, splash system, circulated by pump.
<i>Axes</i>	Front, I-beam; rear, semi-floating.	<i>Clutch</i>	Multiple disc.
<i>Wheels</i>	Wood, artillery type.	<i>Transmission</i>	Selective sliding gears. Three speeds forward and one reverse.
<i>Tires</i>	36 x 4 inches, quick detachable.	<i>Drive</i>	Shaft.
<i>Wheel-base</i>	116 inches.	<i>Brakes</i>	Two. Internal expanding and external contracting on rear wheels.
<i>Tread</i>	56 inches (60 inches special).	<i>Steering Gear</i>	Semi-irreversible.
<i>Motor</i>	Four cylinders, cast in pairs, $4\frac{1}{2}$ x 5 inches, 32.4 h. p. (A.S.A.M.) rating, and 48.2 h. p. actual brake test.	<i>Finish</i>	Body, dark blue; chassis, black; wheels, battleship gray.
<i>Cooling</i>	Water, circulated by pump.	<i>Equipment</i>	Oil side and rear lamps, Prest-O-Lite tank, gas headlights, horn, foot rest, robe rail, jack, pump and tire repair kit.
<i>Ignition</i>	Splittorf magneto and dry coils.		

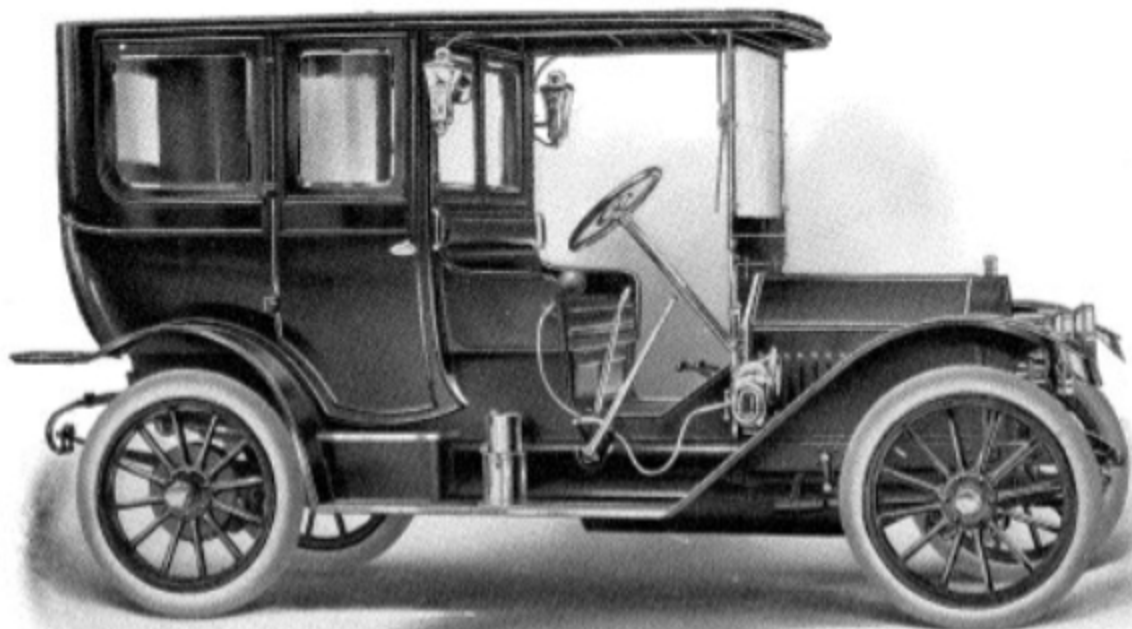
PRICE, F. O. B. FACTORY



Nickel steel, heat treated and oil tempered crank shaft, cam shaft and magneto timing gears.



Heat treated valve rocker arms and pins lubricated by grease cup—showing bracket support and cam shaft push rods.



MODEL 41. PRICE \$2750

THE BUICK Model 41 Limousine is a necessity for comfort and modern social requirements. No other type of vehicle compares with it for convenience and beauty. In cold weather, or stormy days it protects your health. For shopping, afternoon calls and the theatre it is a luxury that has no equal. The two chair seats in the interior of the car can be turned in any direction or removed entirely. The upholstery is of the finest imported goat or whipcord; pleasing to the discriminating woman. The car is low and easy of access. The \$3,000 closed cars do not compare with it for beauty, finish and comfort, and they are outclassed entirely for hill climbing, pulling through snow, touring and quick action in city traffic. The equipment includes every convenience.

Specifications

<i>Body</i>	Seven passengers, five seats inside. Made of aluminum and wood with round corners.	<i>Lubrication</i>	Constant level, splash system, circulated by pump.
<i>Frame</i>	Pressed steel, low drop.	<i>Clutch</i>	Cone.
<i>Springs</i>	Semi-elliptic front, $\frac{3}{4}$ elliptic rear.	<i>Transmission</i>	Selective sliding gears. Three speeds forward and one reverse.
<i>Axles</i>	I-beam front, semi-floating rear.	<i>Drive</i>	Shaft.
<i>Wheels</i>	Wood, artillery type.	<i>Brakes</i>	Two. Internal expanding and external contracting on rear wheels.
<i>Tires</i>	Front, 36 x 4 inches. Rear, 36 x 4 $\frac{1}{2}$ inches.	<i>Steering Gear</i>	Semi-irreversible.
<i>Wheel-base</i>	116 inches.	<i>Finish</i>	Black, dark blue, dark green and maroon. Upholstering to match in imported goatskin or gray whipcord.
<i>Tread</i>	56 inches.	<i>Equipment</i>	Electric dome light, speaking tube, vanity cases, arm rests, coat rail, electric side lamps, oil rear lamp, gas headlights, generator, horn, tools, jack, pump and tire repair kit. Disappearing folding seats can be furnished instead of chair seats on request.
<i>Motor</i>	Four cylinders, cast in pairs, 4 $\frac{1}{2}$ x 5 inches, 32.4 h. p. (A.L.A.M.) rating, and actual h. p., 48.2.		
<i>Cooling</i>	Water, circulated by pump.		
<i>Ignition</i>	Magneto and dry cells.		
<i>Carburetor</i>	Schebler, float feed.		
<i>Gasoline Capacity</i>	Eighteen gallons.		



Buick Express Car with top, \$1,075

Buick



Buick Closed Delivery Car, \$1,200



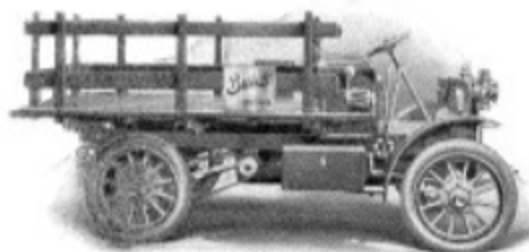
Buick Open Express Car, \$1,000

BUICK COMMERCIAL CARS

THE BUICK Commercial cars are meeting the demands of merchants, expressmen, milkmen, farmers, manufacturers, owners of large country estates, delivery companies and live up-to-date business men in all walks of commercial life. In one year 1,900 of these cars have been sold and are now in the hands of satisfied owners. This is about equal to the combined output of any other two manufacturers in America. No stronger endorsement is possible. All these cars have been sold (not rented) to representative business men after most thorough investigation. Buick commercial cars will deliver your wares in record time and for less money than you have been paying. Investigate.

Specifications

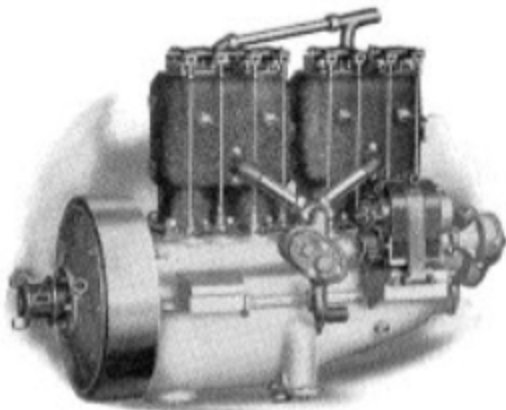
Wheel-base	92 inches.	Lubrication	Mechanical force feed.
Tread	56 inches.	Clutch	Cone, large surface.
Tires	32 x 4 inches.	Transmission	Planetary, two speeds forward and one reverse.
Brakes	Two—hand and foot.	Drive	Double chain from adjustable jack shaft.
Springs	All semi-elliptic.	Price	Chassis, f. o. b. factory without body, \$850; open express car, \$1,000; platform car, \$1,025; platform with stakes, \$1,055; express car with top, \$1,075; closed delivery car, \$1,200.
Motor	Double opposed in front.		
Cylinders	4½ x 5 inches, 22 h. p.		
Cooling	Water, circulated by pump.		
Ignition	Magneto and dry cells.		
Carburetor	Schebler automatic.		
Stack body	Dimensions—length, outside dimensions, 120½ inches; inside, behind seat, 76 inches; width inside, 42½ inches.		



Buick Platform Car with Stakes—\$1,055.



Winning Buick in Fort Lee Hill Climb, making best time of any Commercial Car

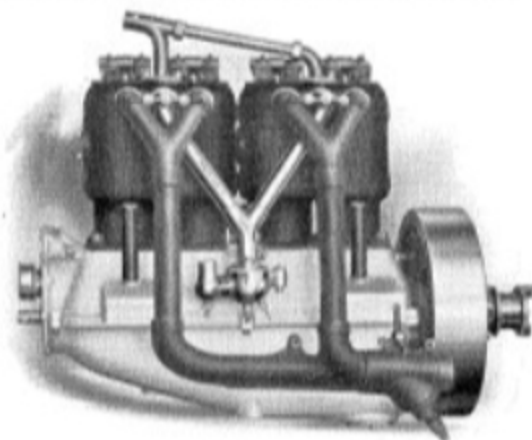


CONSTRUCTION

Luxurious comfort, graceful lines, beauty, finish and absolute reliability are Buick features, but above all and beyond all else, our motor gives you ample power. With every purchaser this is the principal feature, as without it the otherwise perfect car is a failure and a disappointment. The Buick motor is famous the world over for its marvelous efficiency, simplicity of construction and mechanical perfection. The Buick valve in the head construction does away with the pockets over the intake and exhaust valves found in the L and T head type, consequently there is not the amount of

burned gases remaining in the cylinders after each explosion to mix with the incoming new gas. This feature, coupled with the fact that the power created upon ignition is directly applied to the piston head, owing to the cylinder wall being straight, results in the gain of 20 per cent. more power and greater fuel economy from the same size cylinders.

All Buick motors develop more power for their dimensions than any other ever designed for automobiles. Notice how quick the cleverest salesmen for other cars change the subject when Buick power is mentioned.

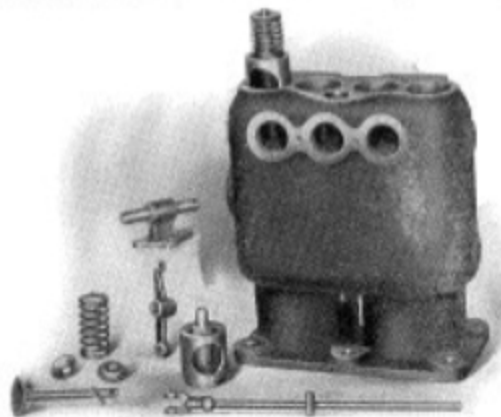


CYLINDERS

The cylinders are cast in pairs, with ample water jackets on sides and heads. They are all given 160 pound cold water test. Cylinders, pistons and rings are ground to a mirror smoothness, assuring freedom from wear, positive compression and great fuel economy.

COOLING

We make our own copper radiators this season. They carry a good supply of water, which is circulated through the cylinder jackets by a gear pump. You can put your hand on the radiator at any time.



VALVES

The valves, made of nickel steel, are of large dimensions. The inlet and exhaust are interchangeable. The valves and cages are easily removed for grinding.

CAM SHAFT

A single nickel steel cam shaft operates both the intake and exhaust valves. All of the cam shaft and magneto gears are enclosed and run in oil.

CRANK SHAFT

The crank shaft is a solid drop forging made of high grade heat treated nickel alloy steel. The crank shaft and the connecting rods are carefully machined, and the bearings, extra large, have a perfect metal to metal fit, assuring long life and a smooth running motor.

CRANK CASE

The crank case is in two sections and made of aluminum. The upper section carries the crank shaft bearings, which are extra large, and so fitted as to insure maximum wear and stability. Buick motors do not pound or work loose.

LUBRICATION

Automatic, constant level, splash system, oil uniformly distributed, supply maintained by positive driven pump, all oil above certain level returns to oil reservoir, a single sight feed acts as a guide. Most economical system ever devised.

IGNITION

Jump spark, current supplied by high tension magneto, with reserve set of dry cells which furnish the primary current for starting.

FRAME

Our frames are made of pressed steel. Very large for the weight of the cars, and capable of withstanding the greatest strains.

SPRINGS

The front springs are semi-elliptic and the rear springs in some models are full elliptic; in others, three-quarters elliptic according to weight and body conditions. All are made of the best crucible steel and thoroughly tested.

CLUTCH

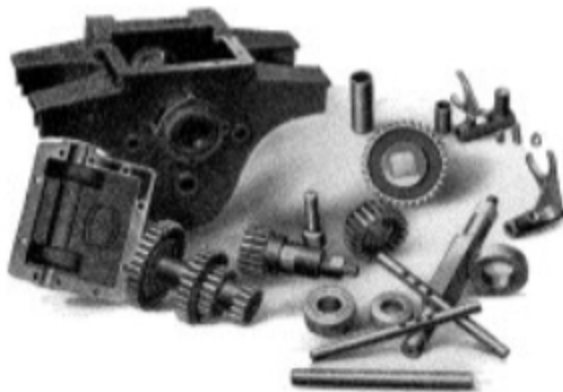
Our clutches are so constructed that a child can operate them. We use both cone and multiple disc clutches. Both are acknowledged types and give absolute satisfaction. They are easily removed, quiet and very smooth in action.

TRANSMISSION

Models 32 and 33 have planetary transmissions with automatic high speed clutch release on slow speed and brake pedals. They are superior for family use when several people operate the same car because in low speed and reverse the gears are always in mesh and cannot be damaged by careless operation. The other models use sliding gear transmissions of the selective type, with three forward speeds and one reverse. They are very compact and very strong. The shifting of the gears is effected quietly, quickly and positively.

All parts are made of the best nickel

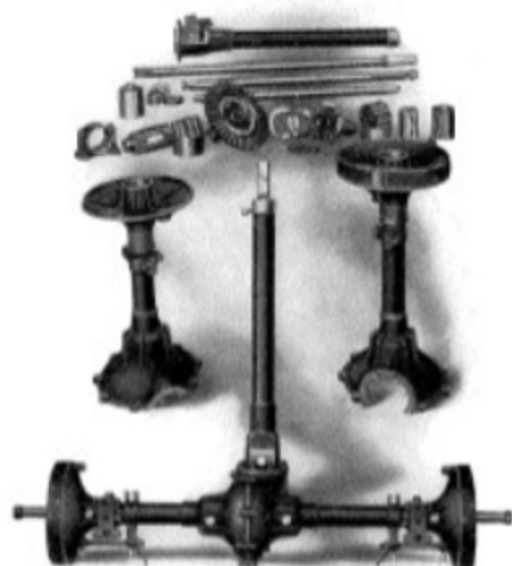
steel, specially heated, tested, hardened, oil tempered and ground, capable of resisting friction and wear. They are so tough that they easily stand the tremendous strain of



the powerful Buick motors. The teeth on these gears are of the stub type, giving the highest possible strength and efficiency. Annular ball bearings are used throughout. These bearings allow the gears to rotate without friction and take up all end thrust, thus insuring a quiet running transmission.

FRONT AXLES

The front axle on the Model 32 and the axles on the commercial car are made from the best quality of seamless drawn tubing, the yokes and steering knuckles are drop forged steel. The bolts are of hardened steel and run in phosphor bronze bushings. The other models have drop forged I-beam section with drop forged yokes, spring perches, tie rod ends and steering spindles. The front wheel ball bearings are extra large.



REAR AXLES

The rear axles are of the semi-floating type. The live axles, or driving shafts are relieved of all but the natural strains in driving and weight of car, the load being carried on the tubular steel case, entirely independent of the driving mechanism. The differential housing is of very strong construction. Both the pinion and main shafts are made of alloy steel, specially treated for the purpose, and of ample proportions for strength and durability. The differential is of the latest bevel pinion type. All gears are made from drop forgings of high grade alloy steel and specially heat treated to give the utmost strength and toughness. The teeth are cut to give maximum strength and quiet running. Radial loads are carried on

special high duty Hyatt roller bearings running in hardened steel bushings. Thrust loads are taken on special ball thrust bearings. The Models 32 and 33 axles are equipped with very large internal expanding hub brakes of the full wrapped type, powerful and effective. The other models are equipped with very large internal expanding and external contracting brakes, powerful and reliable.

STEERING GEAR

The steering gear used is semi-irreversible, adopted for its long life and durability. It is of the worm and split nut type. All parts and bearings are unusually large and strong. By using the semi-irreversible instead of the irreversible type all sudden strains on the steering gear are greatly modified and a smoothness is imparted to the handling of the car, which is so much desired.

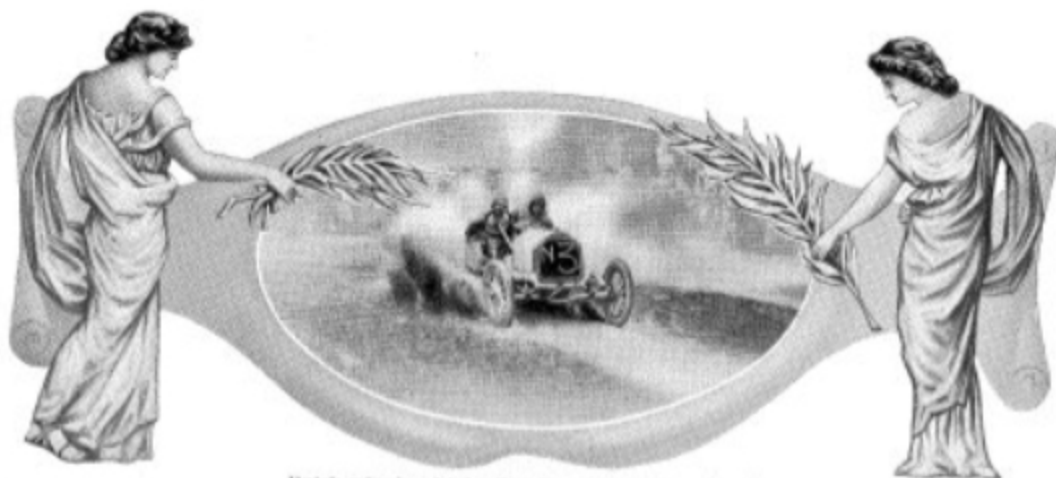
CONTROL

Both spark and throttle levers are located on steering wheel. They work on an immovable sector. Speed changes are effected by hand lever and foot clutch on the sliding gear cars—by a hand lever and foot pedals on the planetary type.

Accelerators are furnished on the cars that have sliding gears.

FENDERS

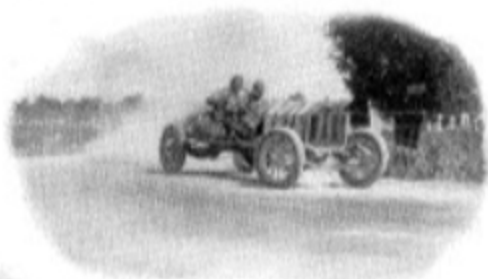
The fenders are graceful in design—of heavy gauge steel metal with heavy flanges. They are very strong and so well fitted that they cannot rattle or work loose.



Buick winning Light Car Championship on Vanderbilt Cup Course Oct., 1908. Driver, C. E. Easter.



Buick winning Riverhead, L. I., Road Race, creating New American Road Race Record and World's Stock Car Record of 69 92.100 miles per hour, Sept. 27th, 1909. Driver, Louis Chevrolet.



Buick winning 300 mile Cobe Trophy, Stock Car Road Race, Crown Point, Indiana, June 19th, 1909. Driver, Louis Chevrolet.



Buick winning \$5,000 Coca-Cola Stock Car Trophy and American Track Record in 200 mile race at Atlanta, Ga., Nov. 9th, 1909. Average speed, 72 miles per hour. Driver, Louis Chevrolet.



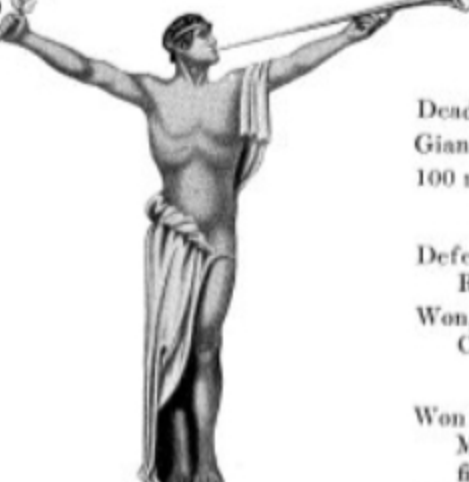
Marquette Buick defeating all American cars in world's greatest road race—the Savannah Grand Prize—averaging 67 7-100 miles per hour for 415 2-10 miles. N. Y. Herald says, "It was the best showing ever made by an American built machine in a race of such importance." Date, Nov. 12, 1910. Driver, Robert Burman.



Buick Sixty Special—officially the fastest car ever made in an American shop, or by American workmen. Made on Indianapolis Motor Speedway July 1st, 1910. Over 105 miles per hour. Driver, Robert Burman.

Buick cars are the champion all-around stock cars. They have won over 500 victories in endurance, reliability, speed, economy and hill climbing contests in the last five years. They are feared by every entrant in every contest in which they participate. More often than any other car in the world the Buick has won out and demonstrated in racking grinding contests the well nigh indestructible soundness of its construction.

Buick cars have won 91 per cent. of the contests they have entered.



NOTABLE



STOCK CAR
VICTORIES

1906 and 1907

Dead Horse Hill Climb, Worcester, Mass.
Giant's Despair Mountain Climb, Wilkes-Barre, Pa.
100 mile Free-For-All at Empire City Track, N. Y. City.

1908

Defeated all American cars in International Light Car Road Race.
Won, in two days' races at Montreal, Canadian Championship and 11 out of 14 events.

1909

Won 50 mile track records at Columbus, Lansing, Waco, Montreal, Grand Rapids, Buffalo, Decatur, Springfield and Kansas City.
Won 100 mile dirt track World's Records at New Orleans, Montreal, Columbus, Buffalo and Dallas.
Won four 100 mile class records at Ormond Beach.

Won 482 mile Los Angeles to Phoenix, Arizona, Road Race.
Won 12 hour World's mile track record at Brighton Beach, N. Y. C.
Won Yorick Trophy in National Stock Chassis Road Race, Lowell, Mass.
Won G. & J. Trophy and new 100 mile record at Indianapolis.
Won Prest-O-Lite Trophy and new 250 mile record at Indianapolis.

Hill Climbs

Won—one or more events—Fort George, Atlanta (4), Algonquin (2), Yale (2), Bridgeport (2), Worcester (3), Giant's Despair, Plainfield, Lookout Mountain, San Francisco, Redlands, Columbus, S. C., (2), Auburn (2), Greenville (2), Richfield Springs (2), Fort Lee (2).

1910

Won New American Class Records in events at Los Angeles. 161 to 230 class—5 miles, 4m., 23.61s.; 10 miles, 8m., 40.17s. In 301 to 450 class—5 miles, 3m., 52.68s.; 10 miles, 7m., 36.61s.
Won New American Records in class events at Indianapolis and 10 mile Speedway Championship, 161 to 230 cubic inches. Time, 9m., 03.60s.
Won Class 4A Trophy in N. Y. Herald-Atlanta Good Roads Run.
Won 4 of the 16 perfect scores in 400 mile "Montauk Light or Bust" Reliability Run—38 starters.
Won 409 mile Carolina Endurance Run (25 starters). Buick made the only perfect score. Car driven by Mr. Foster, its owner.
Won two events in Plainfield Hill Climb—Buick Model 10 made 25 per cent. better time than any car in its class.
Won two perfect scores in New Jersey Automobile Club Reliability Run.
Won two hill climbing events in Munich, Germany.

These victories in all kinds of tests prove that Buick cars are built to excel and withstand the test of time—that the Buick Motor Company leads in engineering progress—that Buick cars are nearest to the perfect car. Experience is the greatest teacher—the knowledge gained by racing is of untold value to every owner of a Buick car.

All the World Loves a Winner.



Decorated Buicks in New York Automobile Carnival Parade

GUARANTEE

The guarantee of the Buick Motor Company, financially one of the strongest industrial concerns in the world, covers the pleasure cars shown in this catalogue for the period of one year from date of purchase.

BUICK MOTOR COMPANY
FLINT, MICHIGAN



Buick Queen of New York Automobile Trade Carnival—the Queen and her car (the Buick) were chosen by popular vote in New York newspapers