

# BUICK

MOTOR CARS FOR THE SEASON OF  
NINETEEN FOURTEEN, COMPRISING  
A SERIES OF SIX MODELS EMBRACING  
BOTH FOUR & SIX CYLINDER TYPES



BUICK MOTOR COMPANY  
MAIN OFFICE & FACTORY, FLINT, MICHIGAN  
BRANCHES IN ALL PRINCIPAL CITIES OF THE  
UNITED STATES & IN ALL EUROPEAN CAPITALS  
A. B. C., LIEBER'S AND WESTERN UNION CODES



## The Buick for Nineteen Fourteen

Four and Six Cylinder

**T**HIS year of Nineteen Fourteen marks an epoch in Buick Cars—the advent of the Buick Six—the perfection and adoption of the Electric Self Starter. No other one season has done so much for the comfort and convenience of the buyer of motor cars. Aside from this development and refinement, Buick Motor Cars are still built around the Buick Overhead Valve Motor (acknowledged the greatest power producer ever used), differing slightly in appearance from the handsome models of 1913—but identical in performance with the famous Buicks of the past.

Slight changes have been made—refinements of detail—that have lent their influence toward more beautiful lines and increased ease and convenience of the occupants—such as the handier left side drive and the simpler center control—but the great fundamentals of Buick construction, the fundamentals that have made the name Buick a standard of values in the motor car world, remain unchanged—are, in fact, unchangeable.

The self-starting Buick of today is in keeping with our prophecy of one year ago. Last season when so many manufacturers were inviting their purchasers to experiment with them on so-called self-starters—the Buick Company announced that no Buick car would be self-starting until a self-starter could be had that could be meritoriously constructed as an integral part of the motor—equal in quality to the Buick motor with which it was installed.

Such a starter is the Delco—a complete system of electric self-cranking, ignition and lighting—this installation in the Buick is something you may rely upon as a fulfillment of this prophecy—an electric system capable of carrying out the Buick ideals, which means to every Buick owner an uninterrupted use of his investment.

The Nineteen Fourteen self-starting, automatically lighted Buick affords the buyer all this at a cost that makes this season's car the greatest motor car value of the year. There is a good reason for this super value—for all Buick cars are built complete in the Buick shops in such numbers that literally hundreds of little economies are effected in the manufacture of the same.

Each department is complete and is equipped with the most modern appliances for the work it does. No chance is taken but rigid, thorough inspection is given each operation from the raw stock to the finished car. Every safeguard known to mechanical science is employed to keep each individual part up to its highest standard—thus insuring the greatest possible efficiency from the finished whole.

Economy of fuel consumption is not only maintained but increased for Nineteen Fourteen and greater mileage per gallon of fuel is demonstrated by any model in the line. The service satisfaction of a Buick owner is our best asset and the growth and popularity of the Buick Company and the Buick car are evidence that this point has been well guarded.

The factory savings and service savings effected by this gigantic organization and the experience gathered from the 150,000 Buicks that have made good render it possible today for the Buick Motor Company to offer for Nineteen Fourteen a line that challenges comparison. It has paid to build better cars.

## The Nineteen Fourteen Models

**T**HE Nineteen Fourteen Buick line is confined to three chassis and six styles of bodies, embracing both four and six cylinder types which are known as Models B24, B25, B36, B37, B38, B55. These models provide a suitable car for every man's use—from the efficient light Roadster for use in the crowded traffic of the city, to the powerful, roomy, smooth-running six cylinder Touring Car. These models are illustrated in detail on pages 26 to 29 of this catalog and their specifications shown on pages immediately following.

### Models B24 and B25

These most popular medium priced cars ever manufactured offer the prospective purchaser of a moderate priced car all that could be desired in a car for practical purposes. While unchanged in the essentials from their sturdy predecessors, they have been refined here and there. Equipped with the wonderful motor that has made "Buick" a synonym for power and made more efficient this year by the supplemental equipment of the Delco system of electric lighting, starting and ignition, they afford the season's best value in motor cars. The Roadster (B24) is the busy man's car par excellence—handsome in design, amply powered, easy riding, roomy. The Touring Car (B25) is, of the economical class, the ideal family vehicle—capacious, well upholstered, graceful in line and with a notable excellence of equipment and trimming.

### Models B36, B37 and B38

These three models, built upon the same chassis, all equipped with the famous Buick four-cylinder over-head valve motor power plant, and its 1914 addition—the Delco system of lighting, starting and ignition—promise to even surpass in popularity those previous models of a similar type from which they were evolved. Their various refinements have not only added to the beauty of line, but increased their efficiency—so that today they will afford their users more miles at a lower fuel cost, and more satisfaction and comfort per mile.

The Roadster (B36) is generally accredited as being one of the most exquisite designs ever produced. In addition to the general excellence of a car of this type in leg-room, speed and fuel capacity, it carries a wealth of special refinements and appointments.

The Touring Car (B37) is notable for the beauty of the lines of its body—handsome back, gracefully curved cowl, wide seats and full fenders. Every detail that stands for utility as well as beauty makes it surely "Buick's Best Buy", as it has often been called.

The Coupe (B38), the closed car of magnificent appointments, affords a luxurious sense of comfort and proof against inclement weather that only a car of this type can provide. Full powered and electrically lighted inside and out, every detail is complete—nothing left to be desired.

### The New Buick Six—Model B55

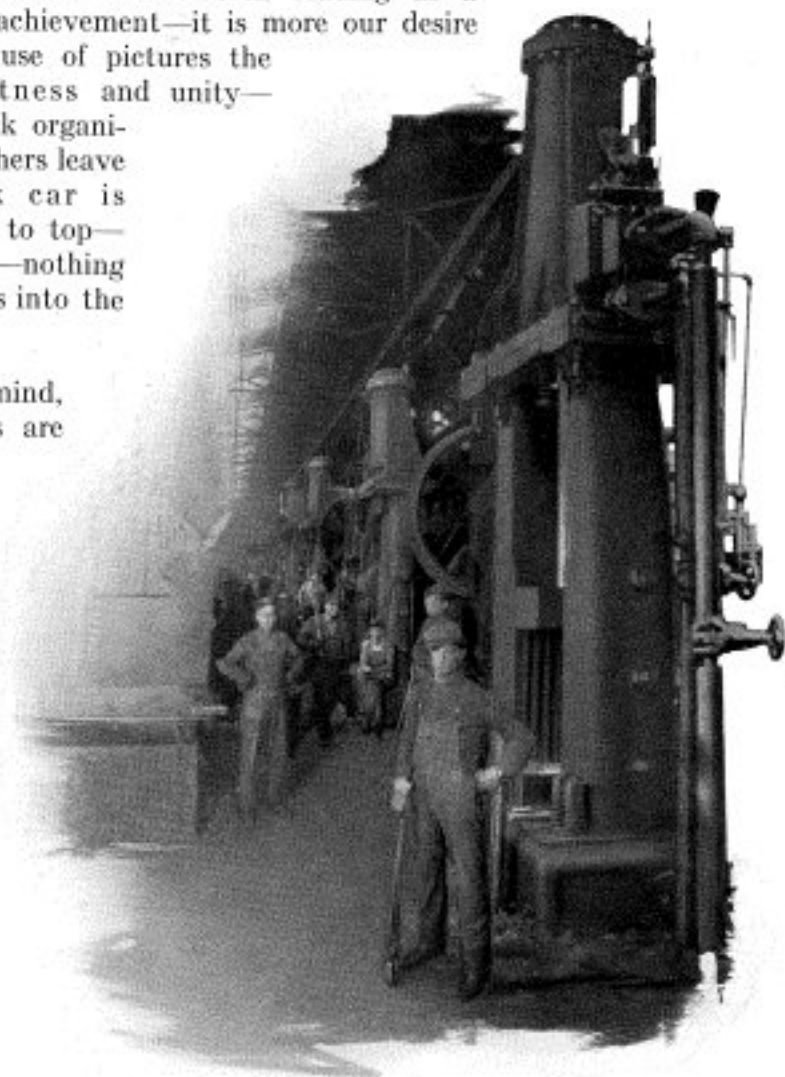
The Buick Six fulfills all that six cylinder construction promises; it combines the valuable qualities of cars of this type with the distinctive Buick over-head valve motor, a combination which no other car affords—and which combination guarantees the purchaser full motor car satisfaction. For further details of this splendid new model, see pages 24 and 25.

## Where and How the Buick is Built

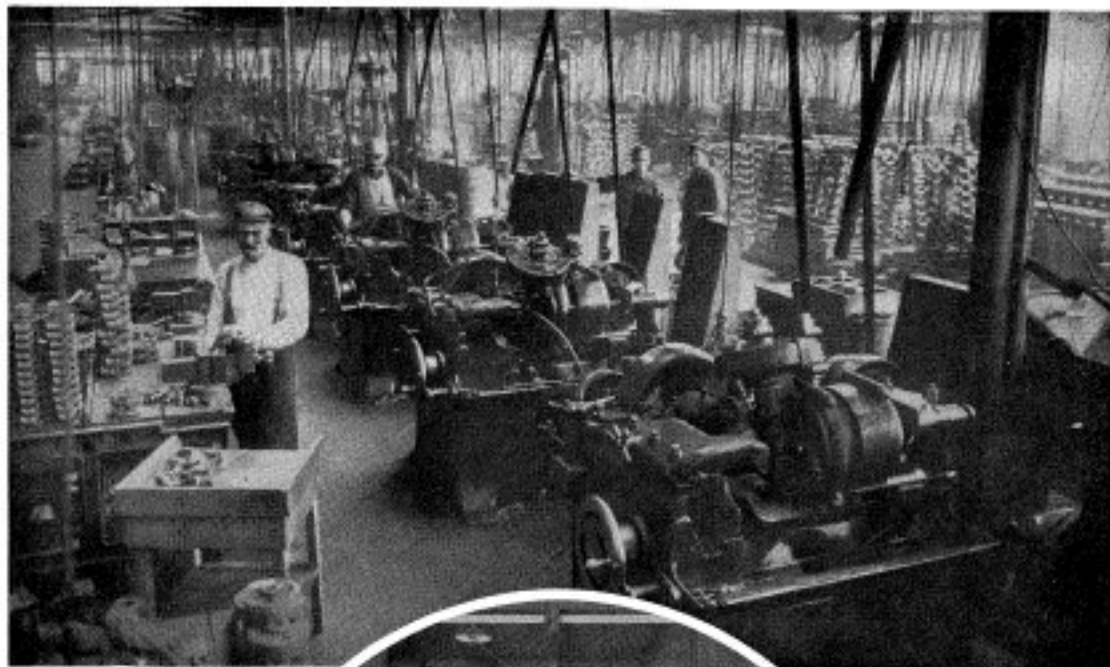
**I**N 1904, the first year of the Buick factory at Flint, there were only 50 men employed and 37 cars were built. Since that time 150,000 Buick cars have been built and the factory has grown each year until it is now a mile in length, covers 160 acres of ground, and employs an army of men. These are the pithy facts that tell the story of Buick success—that proclaim Buick greatness to the entire world.

It is not, however, the mission of this book to tell the story of the Buick Plant, for a great narrative of intense interest could be prepared on this subject that would be well worth reading as a chronicle of Industrial achievement—it is more our desire to proclaim by the use of pictures the story of Buick's greatness and unity—showing how the Buick organization begins where others leave off—that every Buick car is Buick Built from tire to top—from frame to finish—nothing but Buick industry goes into the Buick product.

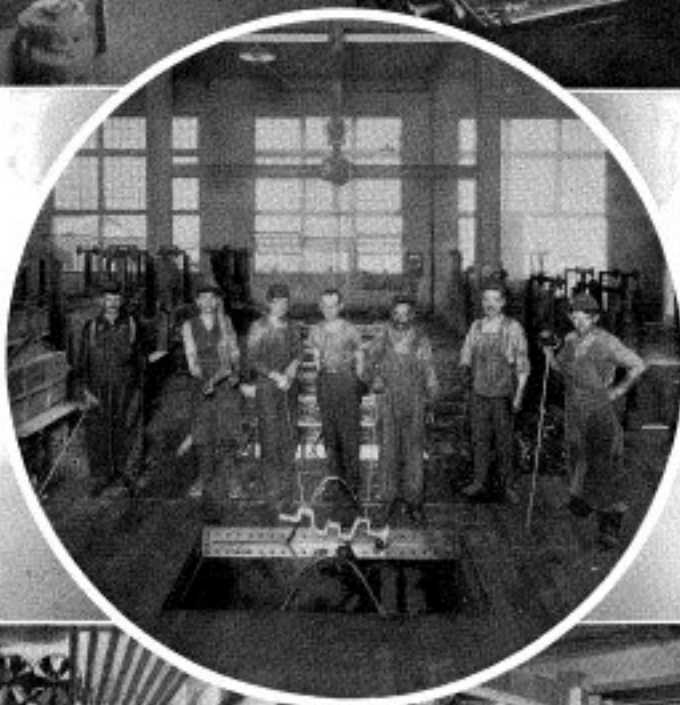
Figures pall the mind, and floor space figures are bewildering when one deals in them in the hundreds of thousands—the thought they are desired to convey is lost in the maze of immensity. Therefore, on the four following pages we have tried to tell in as concrete a form as possible the story of Buick completeness—and show a few pictures that will justify us in claiming that today Buick is building the Best and that “When Better Automobiles are built, Buick will build them”



**O**NE of the immense Buick battery of steam actuated trip hammers—plants capable of striking blows approximating tons of force—from these and similar tools are fashioned the Axles, Crank Shafts, Cam Shafts, etc. More drop forgings are used in Buick cars than in any other car of its class.



**ACCURACY, Economy, and Speed,** the three essentials of modern mechanics, as applied to motor car manufacture are exemplified to the fullest extent in this battery of Helical Gear Cutters. Every gear used in Buick construction is cut in our own factory on specially built machines for the purpose and all are tested by experts.



**INTENSIFYING** the hardness of steel—rendering it pliant, tough and almost everlasting—these are the requisites of modern material employed in the construction of the wearing parts of Buick Cars. The Buick method of Heat Treatment is acknowledged by America's Leading Engineers as the highest development of this science.



**ALMOST** everything mechanical is breakable—this means the necessity of replacement in event of accident. Buick parts for any model are always available for shipment to any point on the globe.



**FACTORY** Service at your door means all it implies—every Buick Branch and Distributor has in stock at all times a supply of parts that will enable quick replacement whenever required.

## The New Buick Six

**T**HIS new model—new in design, but old in the experience of its makers—time tried for two seasons in the developing department, during which time it was subjected to the most rigorous tests that any motor has ever undergone, enters the field of Sixes with a surety of success.

Ten years of constant development have equipped the Buick Six with the requisites for success—a motor compact in design with a surplus of power and an economy of operation, a roomy body with beautiful lines, splendid appointments, luxurious cushions, easy-riding and deep, left side drive, center control—the Buick Six enters the field and invites comparison with any car in every particular.

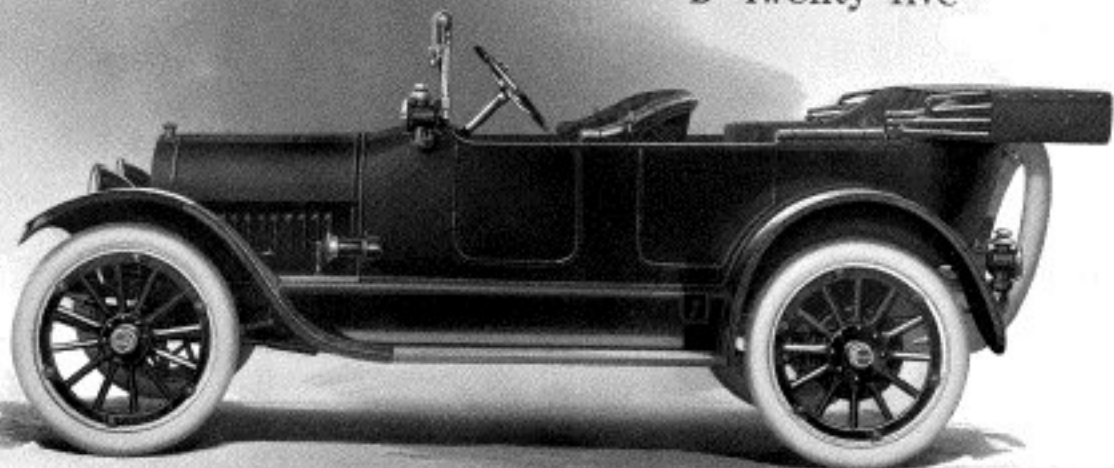
Owners of the Buick Six will find their every want anticipated, both for driver and passengers—wide seats, liberal space in the tonneau, ample leg room, restful driving position, long wheel base, noiseless operation. If such a term might be applied to any car, the Buick Six could truthfully be classified as "The Perfect Car".



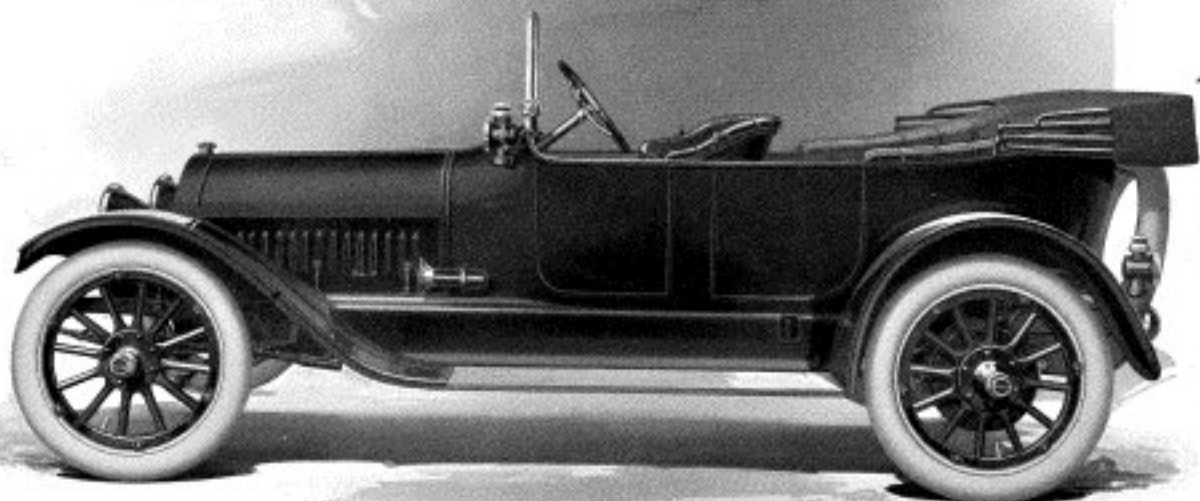




B - Twenty-five



B - Thirty-seven



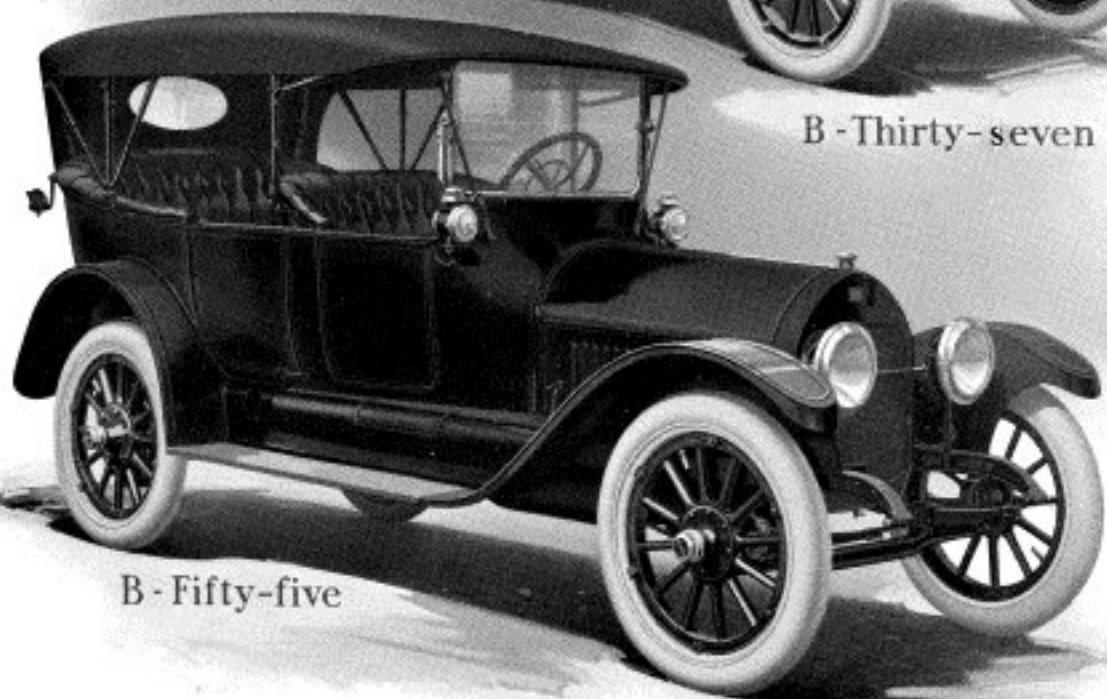
B - Fifty-five



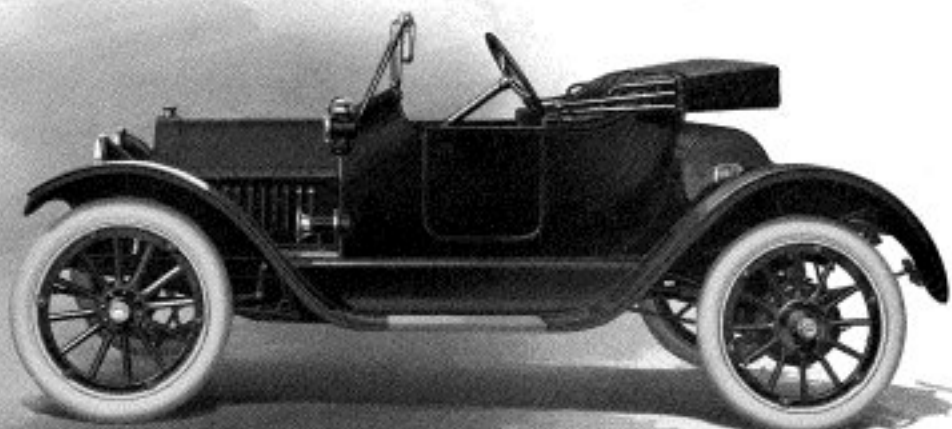
B - Twenty-five



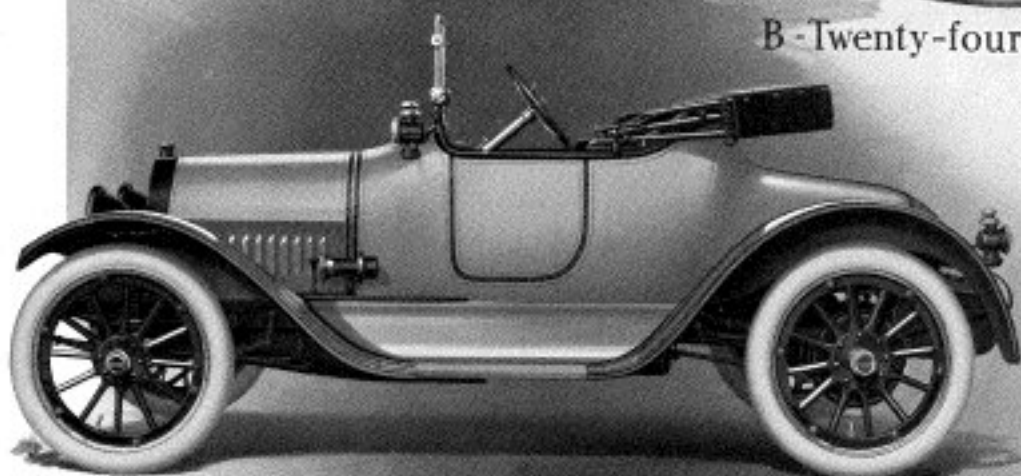
B - Thirty-seven



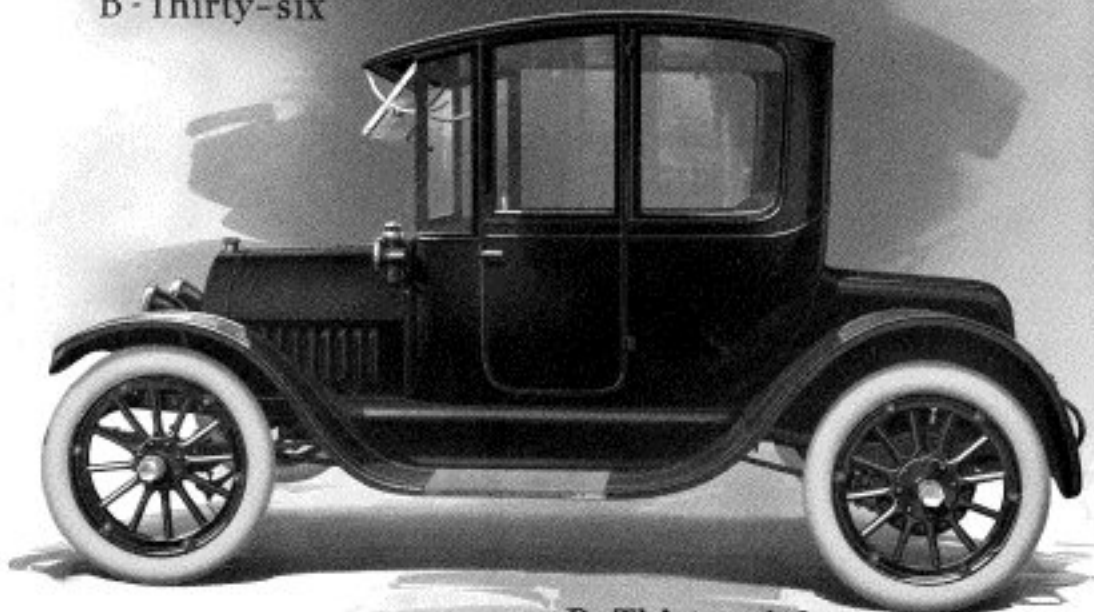
B - Fifty-five



B - Twenty-four



B - Thirty-six



B - Thirty-eight



B-Twenty-four



B-Thirty-six



B-Thirty-eight

## Specifications of the Four Cylinder Models B24, B25

**T**HESE two favorite models, the most popular cars of their class ever produced—familiar sights on every thoroughfare in the world. They are unchanged in the essentials—refined here and there—housing the wonderful motor that has been the backbone of Buick success. The Roadster (B24) is the busy man's car par excellence; handsome in design, amply powered, easy riding, roomy. The touring car (B25) is, of its economical class, the ideal family vehicle—capacious, well upholstered, graceful in line and with a notable excellence of equipment and trimming.

**BODY**—Model B24: Two-passenger Roadster type; stream line body with deep cowl and extra wide doors; 25 gallon gasoline supply tank. Model B25: Touring type, five-passenger; stream line body with deep cowl and extra wide doors; good wide seats and ample leg room.

**FRAME**—Pressed steel, special construction, extra strong; three and one-half inch drop.

**SPRINGS**—High quality spring steel, heat treated. Front, semi-elliptic; rear, three-quarter elliptic with scroll ends.

**FRONT AXLE**—Drop forged I-beam section with drop forged yokes, tie rod ends and steering spindles. Front wheels fitted with large cup and cone ball bearings.

**REAR AXLE**—Three-quarter floating type; heat treated axle shafts, running on special alloy steel roller bearings; 12-inch brake drums.

**WHEELS**—Wood, artillery type, with demountable rims; large hub flanges.

**TIRES**—Both Model B24 and B25, 32 x 3½ inches.

**WHEEL BASE**—105 inches.

**TREAD**—56 inches (60 inches special when desired).

**MOTOR**—Four-cylinder, four-cycle, Over-head valve type. Cylinders, semi-steel analysis, cast in pairs. Three bearing crank shaft with die cast bronze backed, babbit lined bearings. Exceptionally large bearing surfaces. Valves and valve mechanism exceptionally quiet. Ball ended adjustable push rods working in felt oil retaining socketed rocker arms. Develops fully 28 horse power.

**COOLING**—Water circulated by gear driven centrifugal pump, bolted to crank case. Nickel-plated brass inlet and outlet water manifolds. Radiator vertical tube and plate type with large water capacity. Pressed steel fan (attached to motor) belt driven from crank shaft pulley, running on plain bearings for quietness.

**IGNITION**—Jump spark; current supplied by Delco system, which also furnishes current for electric lights and for the electric cranking device, reserve set of dry cells.

**CARBURETOR**—Automatic float feed of great efficiency, requiring the minimum of adjustment to meet weather changes.

**LUBRICATION**—Self contained, constant level splash system with distributing pipe enclosed within crank case; oil circulated by gear pump. Sight feed on dash.

**CLUTCH**—Large leather-faced aluminum cone of special design; springs under leather to prevent harsh action.

**TRANSMISSION**—Sliding gear, selective type, three speeds forward and reverse. Heat treated nickel steel transmission gears. Clutch gear, heat treated special steel, running on annular ball bearings; counter gear, nickel steel, heat treated, running on bronze bearings.

**DRIVE**—Direct to bevel gears in differential; propeller shaft running on special alloy steel roller bearings with ball thrust. Nickel steel, heat treated drive shafts, carried on special alloy steel roller bearings. Differential gears, steel drop forgings, case hardened; bevel pinion, case hardened nickel steel. Teeth, corrected form, insuring uniform strength in both pinion and bevel gears.

**BRAKES**—Emergency, internal expanding; service, external contracting. Both on rear wheel hubs. Very effective and positive, but entirely eliminating dragging and grabbing; anti-rattling.

**STEERING GEAR**—Located on left side; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearing. Seventeen-inch steering wheel with inserted spider. **LEFT DRIVE.**

**CONTROL**—Friction-retained spark and throttle levers on top of steering wheel. Independent foot accelerator and muffler cut-out. Pedals for service brake and clutch; levers for gear changes and emergency brake conveniently located inside in center of body. **CENTER CONTROL.**

**FINISH**—Round front, deep tilt cushions upholstered in black leather over genuine curled hair and deep coil springs. Dash, three-ply veneer with deep, handsome cowl. Running boards and front floor boards oil treated and linoleum covered with aluminum bindings. All bright parts nickel-plated.

**STARTER**—The Delco System of electrical self cranking as an integral part of the car, combined with the necessary equipment for lighting and for ignition.

**STANDARD EQUIPMENT**—Combination oil and electric side and tail lamps, electric head lights with current supplied by Delco self-generating system in connection with large storage battery; all lamps black, nickel trimmed, electric horn, robe rail, one extra demountable rim, tire irons in rear and complete set of tools, including jack, pump and tire repair kit. High grade mohair top and dust hood, new style rain vision wind shield with short stay rods. (No allowance will be made for any part of standard equipment omitted by customer's order.)

Model B24 . . . . . \$950      Model B25 . . . . . \$1050

Full Delco Equipment included, f. o. b. Flint, Michigan

## Specifications of the Four Cylinder Models B36, B37, B38

ONE word sums up the predominating merit of these three models. They are the cars for work, work and more work—anywhere, any time. Their predecessors were famous, yet these will even surpass that former record. More miles at less cost is guaranteed by the construction of these models. The Coupe (B38) is built on the same chassis. It affords like power with the luxury and weather proofness of the coupe body. Extraordinary pains have been taken in the design of this model. Every detail is complete—nothing is left to desire in any respect.

**Body**—Model B36: Two-passenger roadster type; stream line body with closed back; undivided seat, extra wide doors, large air pressure gasoline supply tank at rear of frame. Handsomest roadster body built. Model B37: Five-passenger touring type; very roomy, stream line body with deep cowl and wide doors; sides flush and smooth; extra wide rear seat. Model B38: Handsome coupe of beautiful lines and luxurious trimming.

**FRAME**—Pressed steel, special construction, extra strong; four-inch drop.

**SPRINGS**—High quality spring steel, heat treated. Front, semi-elliptic; rear, three-quarter elliptic with scroll ends.

**FRONT AXLE**—Drop forged I-beam section, heat treated with deep forged yokes, tie rod ends and steering spindles. Front wheels fitted with extra large cup and cone ball bearings.

**REAR AXLE**—Three-quarter floating type; heat treated nickel steel axle shafts, running on special high duty roller bearings; universal bearing on front end of third member takes all driving and torsional strains, relieving universal joint.

**WHEELS**—Wood, artillery type, with demountable rims. Extra large hub flanges.

**TIRES**—34 x 4 inches on all three models.

**WHEEL BASE**—112 inches.

**TREAD**—56 inches (60 inches special when desired).

**MOTOR**—Unit power plant, four-cylinder, four-cycle, Over-head valve type. Cylinders, semi-steel analysis, cast in pairs. Three bearing crank shaft with die cast bronze backed, babbit lined bearings. Exceptionally large bearing surfaces. Develops fully 35 h. p. under brake test. Valve mechanism exceptionally quiet, with ball end adjustable push rods working in socketed felt oil retaining rocker arms.

**COOLING**—Water circulated by gear driven centrifugal pump bolted to crank case. Nickel-plated inlet and outlet water manifolds. Radiator, vertical tube and plate type with large water capacity. Pressed steel fan running on anti-friction bearings, belt driven from cam shaft pulley; center distances of fan pulleys easily adjusted to take up stretch in belt.

**IGNITION**—Jump spark; current supplied by Delco system, which also furnishes current for electric lights and for the electric cranking device; reserve set of dry cells.

**CARBURETOR**—Automatic float feed supplied by air pressure, engine driven pump flow from extra large gasoline tank at rear of car; auxiliary air pressure hand pump.

**LUBRICATION**—Self contained, constant level splash system with distributing pipe enclosed within crank case; oil circulated by gear pump. Sight feed on dash.

**CLUTCH**—Extra large leather-faced aluminum cone; springs under leather to prevent harsh action.

**TRANSMISSION**—Sliding gear, selective type, three speeds forward and reverse. Heat treated nickel steel transmission gears. Clutch gear, heat treated special steel, running on annular ball bearings; counter gear nickel steel, heat treated, running on bronze bearings.

**DRIVE**—Direct to bevel gears in differential; nickel steel, heat treated propeller shaft, running on special alloy steel roller bearings, with ball thrust. Nickel steel drive shafts, carried on special alloy steel roller bearings. Differential gears, open hearth carbon steel forgings, case hardened; bevel pinion, case hardened nickel steel. Teeth, corrected form, insuring uniform strength in both pinion and bevel gears.

**BRAKES**—Emergency, internal expanding; service, external contracting. Both on rear wheel hubs. Very effective and positive, but entirely eliminating dragging and grabbing; anti-rattling.

**STEERING GEAR**—Located on left side; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearing. Eighteen-inch steering wheel with inserted spider. LEFT DRIVE.

**CONTROL**—Friction-retained spark and throttle levers on top of steering wheel. Independent foot accelerator and muffler cut-out. Pedals for service brake and clutch; levers for gear changes and emergency brake conveniently located inside in center of body. CENTER CONTROL.

**FINISH**—Handsomely painted. Round front deep tilt cushions. Upholstered in extra fine quality black leather, over genuine curled hair and deep coil springs. Handsome cowl, extra deep. Dash three-ply veneer. Running boards and front floor boards specially oil treated and linoleum covered, with heavy aluminum bindings; all bright parts are heavily nickel-plated.

**STARTER**—The Delco system electrical self cranker as an integral part of the car, combined with the necessary equipment for lighting and for ignition.

**STANDARD EQUIPMENT**—Combination oil and electric side and tail lamps, specially designed electric head lights current supply, Delco self-generating system in connection with large storage battery; electric dash light, electric horn, tire irons, foot rest on touring car, one extra demountable rim, robe rail on touring car and complete set of tools, including jack, pump and tire repair kit. High grade mohair top, combination mohair and rubber dust hood, new style ventilating clear vision wind shield on B36 and on B37 special rain vision and ventilating. (No allowance will be made for any part of standard equipment omitted by customer's order.)

Model B36 . . . . . \$1235      Model B37 . . . . . \$1335  
 Model B38 . . . . . \$1800

Full Delco Equipment included, f. o. b. Flint, Michigan

## Specifications of the Six Cylinder Model B55

**T**HE Buick Six Touring Car is a finished automobile, the sign and symbol of an owner of individuality. In body construction it is exceptional without being eccentric, combining comfortable equipment, extra deep cushions, wide seats, liberal tonneau space, ample leg-room, convenient driving position, long wheel base, noiseless operation—in fact, everything necessary to the complete equipment of an up-to-the-minute six-cylinder car.

**BODY**—B55: Five-passenger wide door touring type; stream line body with deep cowl, extra wide seats and large roomy tonneau.

**FRAME**—Pressed steel, extra heavy construction with four-inch rise over rear axle.

**SPRINGS**—High grade spring steel, heat treated. Front, semi-elliptic; rear, three-quarter elliptic; with scroll ends very long and wide.

**FRONT AXLE**—Drop forged I-beam section with drop forged yokes, tie rod ends and steering spindles. Front wheels fitted with extra large cup and cone ball bearings.

**REAR AXLE**—Full floating type, heat treated nickel steel axle shafts; special high duty ball bearings. Universal bearing on front end of third member takes all driving and torsional strains and relieves the universal joint.

**WHEELS**—Wood, artillery type, with demountable rims. Extra large hub flanges and heavy spokes.

**TIRES**—36 x 4½ inches.

**WHEEL BASE**—130 inches.

**TREAD**—56 inches (60 inches special when desired).

**MOTOR**—Unit power plant; six-cylinder, four-cycle, over-head valve type. Cylinders, semi-steel analysis, cast in pairs; noiseless ball end adjustable push rods working in felt socketed rocker arms. Four bearing crank shaft with bronze backed, babbit lined bearings. Exceptionally large bearing surfaces. Develops 48 actual h. p. under brake test.

**COOLING**—Water circulated by gear driven centrifugal pump bolted to crank case. Nickel-plated inlet and outlet water manifolds. Radiator, vertical tube and plate type with large water capacity. Pressed steel fan running on anti-friction bearings, belt driven from cam shaft pulley; center distances of fan pulleys easily adjusted to take up stretch in belt.

**IGNITION**—Jump spark; current supplied by Delco system, which also furnishes current for lights and for electrical cranking device, reserve set of dry cells.

**CARBURETOR**—Automatic float feed, supplied by air pressure, engine-driven pump flow from extra large gasoline tank at rear of car; auxiliary air pressure hand pump.

**LUBRICATION**—Self contained constant level splash system with distributing pipe enclosed within crank case; oil circulated by gear pump; sight feed on dash.

**CLUTCH**—Extra large leather-faced aluminum cone; springs under leather to prevent harsh action.

**TRANSMISSION**—Sliding gear, selective type, three speeds forward and reverse. Heat treated nickel steel transmission gears. Clutch gear, heat treated special steel, running on annular ball bearings; counter gear, nickel steel, heat treated, running on bronze bearings.

**DRIVE**—Direct to bevel gears in differential; nickel steel, heat treated propeller shaft, carried on extra efficient high duty ball bearings, with ball thrust bearings. Drive shafts, nickel steel, heat treated, running on special high duty bearings. Differential gears, steel drop forgings, case hardened. Bevel pinion heat treated nickel steel. Teeth, corrected form, insuring uniform strength in both pinion and bevel gears.

**BRAKES**—Service, external contracting, emergency, internal expanding; both on rear wheel hubs. Brake drums extra large. Very effective and positive, but entirely eliminating dragging and grabbing; anti-rattling.

**STEERING GEAR**—Located on left side, semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearing. Nineteen-inch steering wheel with inserted spider. **LEFT DRIVE.**

**CONTROL**—Friction-retained spark and throttle levers on top of steering wheel. Pedals for service brake and clutch, foot accelerator and muffler cut-out on the left side, levers for gear changes and emergency brake inside in center of the body. **CENTER CONTROL.**

**FINISH**—Nickel trimmed throughout. Round front deep tilt cushions luxuriously upholstered in extra fine black leather over genuine curled hair and deep coiled springs. Running boards and floor boards oil treated, linoleum covered and aluminum bound.

**STARTER**—The Delco system of electrical self-cranking as an integral part of the car, combined with the necessary equipment for lighting and for ignition.

**STANDARD EQUIPMENT**—Electric side and tail lamps, electric headlights with current supplied by Delco self-generating system in connection with large storage battery; all lamps black with nickel trimmings, motor-driven electric horn, electric dash light and complete set of tools, including jack, pump and tire repair kit; robe rail, foot rest, one extra demountable rim and tire irons (placed at rear of car), high grade mohair top, combination mohair and rubber dust hood, speedometer and new style ventilating clear vision wind shield. (No allowance will be made for any part of standard equipment omitted by customer's order.)

*Model B55* . . . . . \$1985

*Full Delco Equipment included, f. o. b., Flint, Michigan*