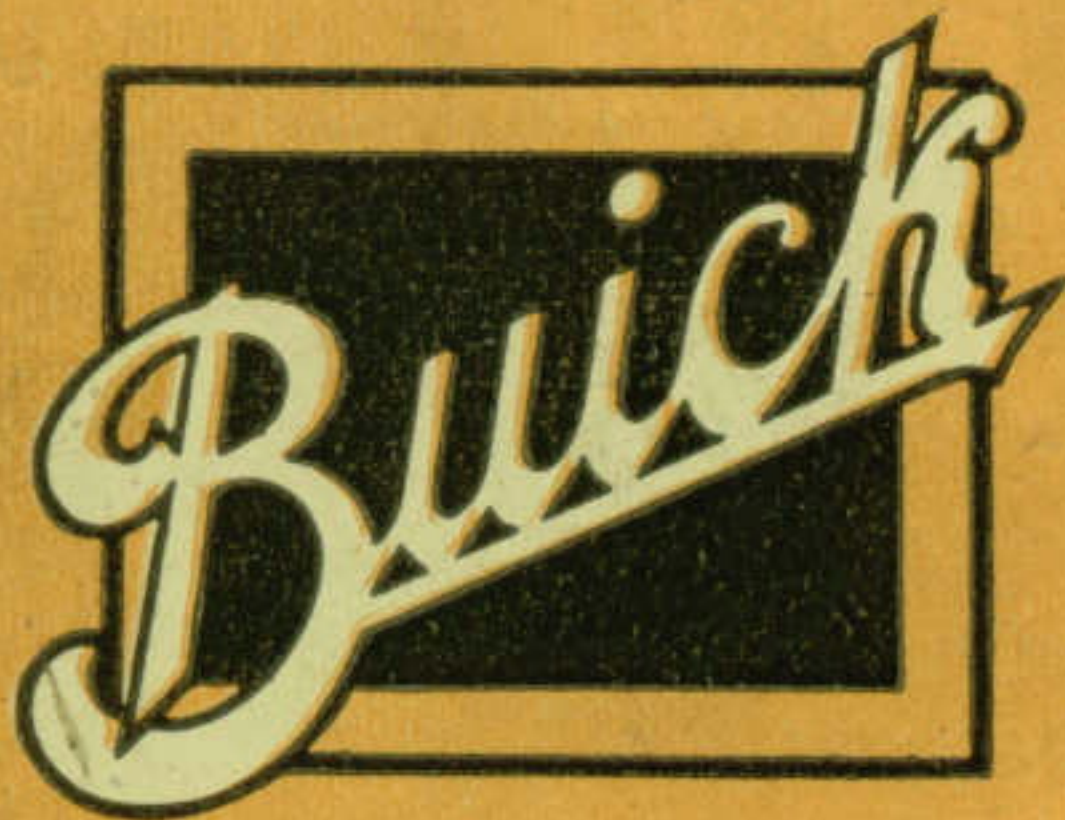


THE GREATEST



EVER BUILT

1927

*Vibrationless  
beyond belief*



### *Unsurpassed value*

These are only a few of the features that help to make the new Buicks the greatest ever built. They are described more fully and pictured in the Buick catalog.

Any Buick dealer will be glad to give you a copy of the catalog. It cannot be urged too strongly that you visit a dealer and inspect the cars themselves. Only by actual experience can you appreciate their performance—vibrationless beyond belief.



## Why the New Buicks *are* the Greatest Ever Built

**T**HE new Buicks, with performance vibrationless beyond belief, easily establish themselves as the greatest Buicks ever built. They embody all the tried and tested principles that have made Buick a leader for twenty-two years plus amazing mechanical advancements and new heights of beauty and comfort.

There are so many advancements, so many new contributions to comfort, convenience and good appearance that the only sure way to appreciate them is to visit a Buick dealer and inspect the cars thoroughly.

### *Closed bodies by Fisher*

**T**HERE is a car for every choice—Sedans, Coupes, Sport Roadsters and Sport Tourings. All the closed bodies are built by Fisher and in every detail they reveal the handiwork of superb craftsmen.

All models are finished in Duco colors of compelling charm, to which contrast is given by graceful moulding and striping. The car interiors, too, are exceptionally charming. The

upholstery of the closed models is mohair plush, with trimmings to match, and with door handles, window lifts, and other hardware of special Buick design.

### *Indirectly lighted instrument panel*

THERE are smoking sets in all closed models; and silk-finished window shades, foot rests, robe rails and other appointments are used where needed.

All models have new instrument panels with indirect lighting. Instruments and pedals are clearly revealed but there is no glare to distract the driver.

### *Spirited sport models*

THE Buick sport models, too, are cars of exceptional beauty and value. An air of dashing smartness prevails in them down to the smallest detail. Their double texture tops are trim and low and have natural wood bows with nicked sockets. The tops fold compactly into neat boots. The high rear decks have dickey seats and side doors are provided for admitting golf bags and other luggage.

Side curtains of special construction with extra large and heavy pyralin lights are furnished.

Each car deserves your detailed inspection. Any Buick dealer will be glad to give you full information about them and to let you experience for yourself their wonderful performance.

### *Vibrationless beyond belief*

BUICK performance, you will find, is now vibrationless beyond belief. This wonderful advancement has been brought about not by the adoption of some one device, but by the careful and scientific development of every part of the engine and its related units.

The crankshaft is now counterbalanced. The balances, by offsetting the weight of the crankpins and the lower ends of the connecting rods, keep the crankshaft in line at all speeds. They also eliminate high main bearing pressures and deflection of the crankcase, which are among the chief causes of engine rumble and other noises that mar motoring pleasure.

### *The torsion balancer*

To increase the wonderful quietness and smoothness thus obtained, Buick has also added a torsion balancer which counteracts periods of torsional vibration. The tendency of the crankshaft to twist under the power impulses of the pistons is absorbed by the torsion balancer and impulses are delivered back to the crankshaft after the piston forces are spent. Any period of vibration, which might tend to start in the crankshaft, is immediately smoothed out. The result is an even flow of power throughout the whole speed range.

The torsion balancer is mounted on the second crankshaft cheek and is lubricated by

the crankshaft oiling system. Being part of the crankshaft it is enclosed by the crankcase, and thus, like all working parts of the Buick, is protected from dust, dirt and atmospheric conditions. It is designed to last the lifetime of the engine without adjustment or attention.

### *Piston weight is reduced*

As a further assurance of flexibility and smoothness, the strain on the crankshaft has been materially reduced by decreasing the weight of the pistons. This notable achievement has been accomplished without in any way reducing the strength or durability of the pistons, which are still made of cast iron.

This is the best material because the cylinder block also is made of cast iron. Both the pistons and the cylinder block therefore have the same ratio of expansion and contraction. This makes it possible to fit the pistons close enough to insure smooth operation at all times.

### *Rubber mountings for engine*

THE Buick engine is now supported in rubber mountings. These completely insulate it from the frame of the car, and any slight noise that may develop cannot be transmitted to the interior of the car.

### *Heavier flywheel*

ANOTHER contribution to the smooth flow of power from the Buick engine is made by the

heavier flywheel. This helps to smooth the power impulses into an uninterrupted flow at all speeds and plays an important part in making the Buick vibrationless beyond belief.

### *Exhaust system is quiet*

A MUFFLER of new design practically eliminates roar and other usual exhaust noises. The tail pipe has been extended from the muffler to the extreme rear of the frame so that exhaust gases are carried clear of the chassis, and body rumbles arising from this cause are prevented.

### *Crankcase dilution eliminated*

STEAM and vapor which dilute the oil in the crankcase are now removed from the Buick Valve-in-Head engine by a vacuum ventilator. This also prevents unpleasant odors from seeping into the body of the car and contributes immeasurably to the pleasure of motoring, particularly in cold weather when it is necessary to keep the windows closed.

The vacuum ventilator is a simple device without moving parts and requires no attention from the owner.

Air drawn through the radiator by the fan is blown through a funnel past an opening in the crankcase. This causes a suction that pulls out the vapors.

Economy in the use of oil, which has already been greatly advanced by the Buick oil filter, is carried still further by ventilation of the



crankcase and a change of oil is required only four times a year.

### *Thermostatic water control*

QUICK starting, even in cold weather, for which the Buick has always been noted, is now made still easier by means of thermostatic control of the cooling system. The thermostat is built into the radiator. It blocks the operation of the cooling system until the engine has warmed up to 120 degrees. Even in very cold weather the Buick engine will now reach this point in less than three minutes, as it is not retarded by cold water circulating from the radiator.

As soon as an engine heat of 120 degrees is reached, the thermostatic control begins to open gradually until the cooling system is working as usual. If the temperature begins to fall, the control shuts off circulation at 120 degrees. Thus if the car is parked after being warmed up, the engine is kept warm for a long period and starting is much easier and quicker.

### *Engine is triple sealed*

THE Buick Valve-in-Head engine is triple sealed against the entrance of dust and dirt. There is an air cleaner, gasoline strainer, and oil filter.

The AC air cleaner is simply constructed without moving parts. Operating on the same principle as the ordinary cream separator—

centrifugal force—it separates the dust from the air and only the purified air passes into the carburetor to be mixed with the gasoline.

The gasoline strainer collects all sediment or dirt that may be in the gasoline and prevents it from reaching the carburetor.

The oil filter of the Buick is the round type with a rolled filtering element with a total area of 600 square inches. It effectively prevents sediment or other foreign matter from reaching the working parts of the engine.

### *The water pump*

THE Buick water pump is very simple in construction. Only one packing nut is used, thus reducing the possibility of leakage to a minimum. The pump shaft is hardened, ground and very small in order to reduce the friction surface on the packing.

### *Pressure lubrication*

PRESSURE lubrication assures the smooth operation of the Buick engine. The lubrication system also contributes to quietness as it prevents all metal to metal contact by means of cushions of oil. The oil pump is the positive gear type and is located in the lowest part of the crankcase, thus insuring lubrication of the engine even though the oil supply should fall very low. It is equipped with an auxiliary pipe through which oil is drawn if the pump screen becomes clogged.

The fan on the Buick also is automatically lubricated. It has an oil reservoir and gear pump in its hub, and except for replenishing of the reservoir at long intervals requires no attention from the owner.

### *The generator*

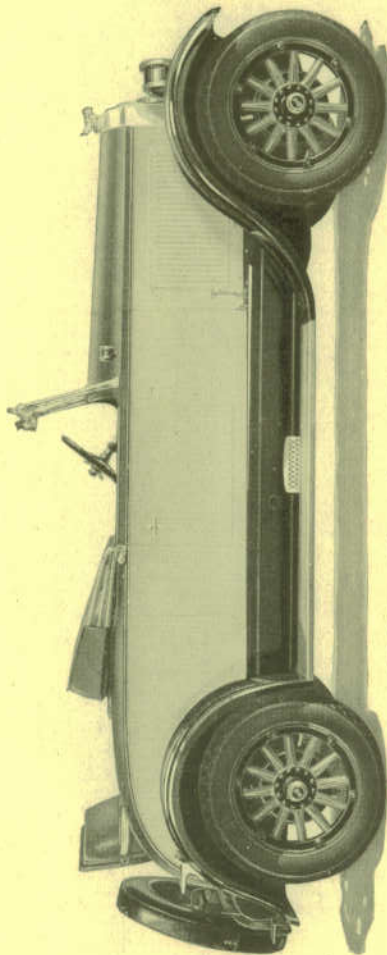
THE Delco generator on the Buick is an integral part of the engine. It is driven direct by the timing gears and is equipped with a cut-out relay that automatically disconnects it from the battery when it is not being driven at a charging speed. All high tension connections on the distributor and coil are in rubber ferules, preventing water from causing short circuits.

### *Carburetor and heat control*

BUICK has developed a most efficient carburetion system to assure easy starting, a quick warm up and even distribution of gasoline to all cylinders.

Heat, for warming the gasoline vapors as it rises to enter the combustion chambers, is obtained by diverting the hot gases from the exhaust manifold around the chamber immediately above the carburetor. A valve controls this flow of heat in accordance with the speed of the engine.

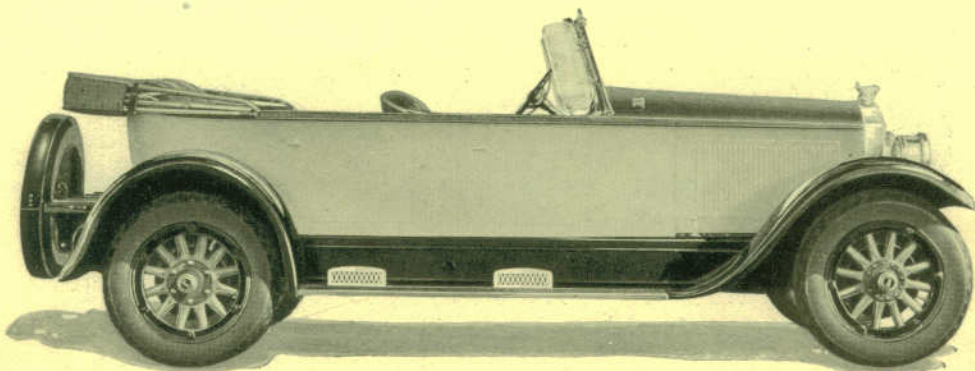
In addition there is a manual control which regulates the time at which the heat is completely shut off from the carburetor.



Model 115—Twenty-four • Price \$1195

### **Buick Four-passenger Sport Roadster**

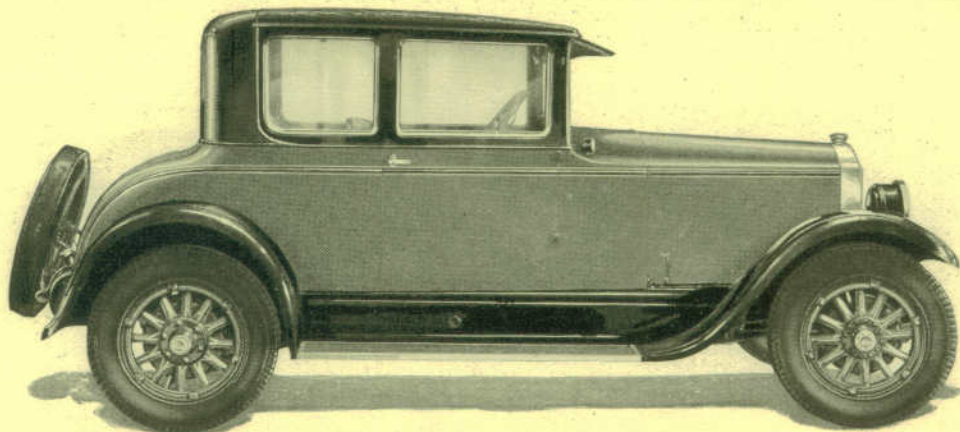
(For complete list of models and prices see Pages 21, 22 and 23)



Model 128—Fifty-five • Price \$1525

**Buick Five-passenger Sport Touring**

*(For complete list of models and prices see Pages 21, 22 and 23)*

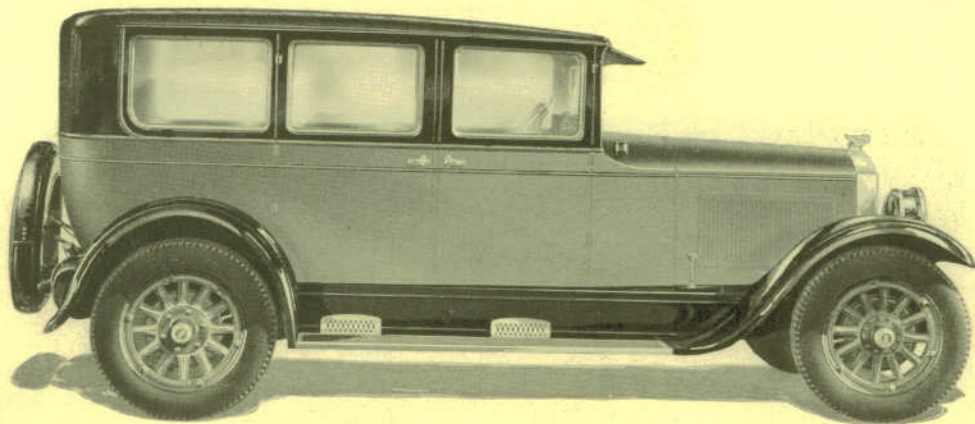


Model 120—Forty-eight • Price \$1465

**Buick Four-passenger Coupe**

*(For complete list of models and prices see Pages 21, 22 and 23)*

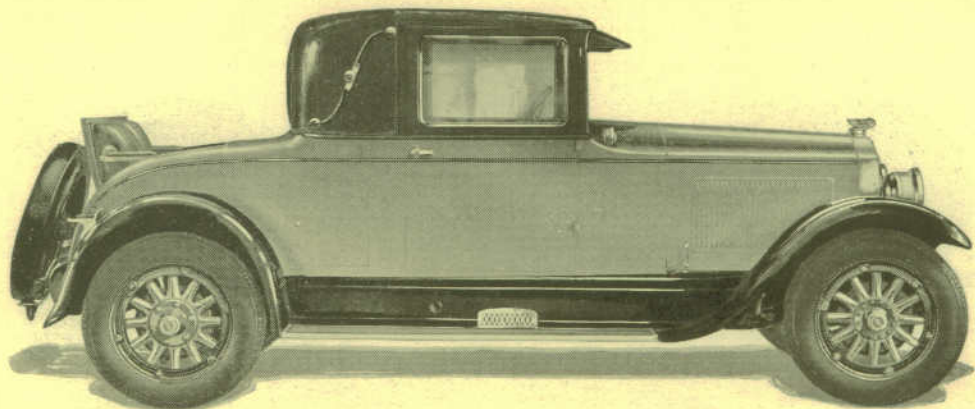




Model 128—Fifty • Price \$1995

**Buick Seven-passenger Sedan**

*(For complete list of models and prices see Pages 21, 22 and 23)*

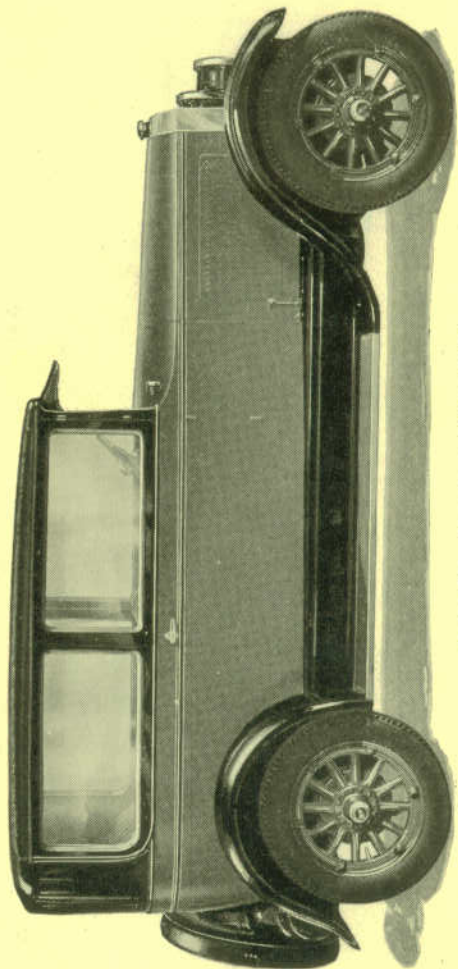


Model 128—Fifty-four C • Price \$1765

**Buick Four-passenger Country Club Coupe**

*(For complete list of models and prices see Pages 21, 22 and 23)*





Model 115—Twenty • Price \$1195

### Buick Five-passenger Two-door Sedan

(For complete list of models and prices see Pages 21, 22 and 23)

#### *The Buick starter*

THE Buick starter is the positive, mechanical type. Not until the starting and flywheel gears are safely in mesh is a contact formed with the switch of the starting motor. The motor is a separate unit.

#### *The radiator*

THE radiator of the Buick is the cellular type of large capacity. The water flows through it in an irregular course and the air as it is drawn through by the fan is broken up by striking irregular fins, and retains its cooling efficiency for the entire thickness of the radiator.

#### *Buick multiple disc clutch*

THE Buick clutch is the multiple disc, dry plate type and is very smooth in action as only a light spring is needed to hold its ten friction surfaces together. Women especially appreciate the ease with which it can be disengaged.

#### *The Buick transmission*

THE Buick transmission makes gear shifting very easy. It is the selective sliding gear type with three speeds forward and one reverse. It is built as an integral part of the engine, eliminating the need for extra universal joints.

Always smooth and quiet, the Buick transmission has now been made still more so by means of larger gears and new tooth forms that bring more teeth in contact at one time. Its

case is larger and effectively dampens gear hum. A large and positive pilot assures correct alignment with the engine. The transmission bell housing and flywheel housing have been strongly reinforced.

### *The steering gear*

THE Buick steering gear is of the worm and split nut, semi-irreversible type, fitted with a ball bearing. There are five bearing surfaces between the worm and the grooves in the split nuts. The wear is thus spread over a large area and reduced to practically nothing.

In combination with the ball bearings of the steering knuckles on the front axle, the pivotal balance of the front wheels and the angle of the front axle, it makes easy steering a noteworthy feature of the Buick.

The steering arms on the front axle have been increased in size and the steering knuckles are now made of special alloy steel, giving a fifty per cent increase in strength.

The front axle is the drop-forged I-beam type with spring seats as integral parts, not brazed or riveted on.

### *Balanced wheels*

EVEN such a slight weight as the valve through which the tire is inflated is sufficient to throw a wheel out of balance. Buick has counteracted this with a weight directly opposite on the wheel rim. The wheels are artillery type

with extra large hubs and spokes of great strength. The rims are black, as are the sidewalls of the low pressure tires.

### *Buick four-wheel brakes*

BUICK mechanical four-wheel brakes are the external contracting type. The brake bands contract on brake drums with large bearing surfaces and these drums are securely bolted to the wheels.

The braking system automatically exerts slightly greater pressure on the rear brakes. In turning a corner the brake on the outside front wheel automatically releases, permitting the wheel to run free and giving perfect steering control. Buick four-wheel brakes have proved their worth by more than three years of service on thousands of Buick cars.

### *Cantilever rear springs*

THE rear springs of the Buick are the cantilever type. There is a long, flexible front section to absorb shocks on ordinary roads, while a short, stiff rear section takes up shocks on rougher roads. The short section also reduces sidesway.

### *The Buick torque tube drive*

AN automobile is driven by the power from the engine transmitted to the rear wheels. The wheels in turning push the car forward.

In the Buick this pushing force is exerted



through the torque tube which encloses the propeller shaft, and not through the rear springs. Rigid strut rods hold the torque tube and rear axle in perfect alignment. Even if both rear springs were disconnected a Buick could still be driven.

### *Floating type rear axle*

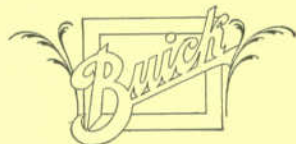
THE Buick rear axle is the floating type. The wheels are mounted on ball bearings that fit over the axle housing and the housing bears all the weight, leaving the axle shaft free to turn the wheels. The possibility of broken axle shafts is thus reduced to a minimum.

## Buick Motor Company • Flint, Michigan

*Division of General Motors Corporation*

Pioneer Builders of Valve-in-Head Motor Cars

Branches in all Principal Cities Dealers Everywhere



# BUICK

## *Series 115 Models and Prices*

### 114½-inch Wheelbase

Model 115—Twenty . . . . .	Price \$1195
<i>Five-passenger two-door Sedan</i>	
Model 115—Twenty-four . . . . .	Price \$1195
<i>Four-passenger Sport Roadster</i>	
Model 115—Twenty-five . . . . .	Price \$1225
<i>Five-passenger Sport Touring</i>	
Model 115—Twenty-six . . . . .	Price \$1195
<i>Two-passenger Coupe</i>	
Model 115—Twenty-six S . . . . .	Price \$1275
<i>Four-passenger Country Club Coupe</i>	
Model 115—Twenty-seven . . . . .	Price \$1295
<i>Five-passenger four-door Sedan</i>	
Model 115—Twenty-eight . . . . .	Price \$1275
<i>Four-passenger Coupe</i>	

*All prices f. o. b. Flint, Michigan, Excise War Tax to be added. All these models are fully described in the Buick catalog. Any Buick dealer will be glad to give you a copy*

# BUICK

## Series 120 Models and Prices

### 120-inch Wheelbase

- Model 120—Forty . . . . . Price \$1395  
*Five-passenger two-door Sedan*
- Model 120—Forty-seven . . . . . Price \$1495  
*Five-passenger four-door Sedan*
- Model 120—Forty-eight . . . . . Price \$1465  
*Four-passenger Coupe*

*All prices f.o.b. Flint, Michigan, Excise War Tax to be added. All these models are fully described in the Buick catalog. Any Buick dealer will be glad to give you a copy*

# BUICK

## Series 128 Models and Prices

### 128-inch Wheelbase

- Model 128—Fifty . . . . . Price \$1995  
*Seven-passenger Sedan*
- Model 128—Fifty-one . . . . . Price \$1925  
*Five-passenger Brougham*
- Model 128—Fifty-four C . . . . . Price \$1765  
*Four-passenger Country Club Coupe*
- Model 128—Fifty-four . . . . . Price \$1495  
*Four-passenger Sport Roadster*
- Model 128—Fifty-five . . . . . Price \$1525  
*Five-passenger Sport Touring*
- Model 128—Fifty-eight . . . . . Price \$1850  
*Five-passenger Coupe*

*All prices f.o.b. Flint, Michigan, Excise War Tax to be added. All these models are fully described in the Buick catalog. Any Buick dealer will be glad to give you a copy*

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❖ 1927 ❖

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