

IP G.M.C.  
PB Buick Motor

1906 #3

AUTOMOTIVE HISTORY  
COLLECTION

# BUICK



*Return to Mr. Treasurer*

*Edo Dept*

1906

1906



# Buick Automobiles

AUTOMOBILE VALUE IS  
BEST DETERMINED BY  
WHAT THE CAR HAS  
ACCOMPLISHED—NOT  
ALONE WHAT THE  
MANUFACTURER CLAIMS

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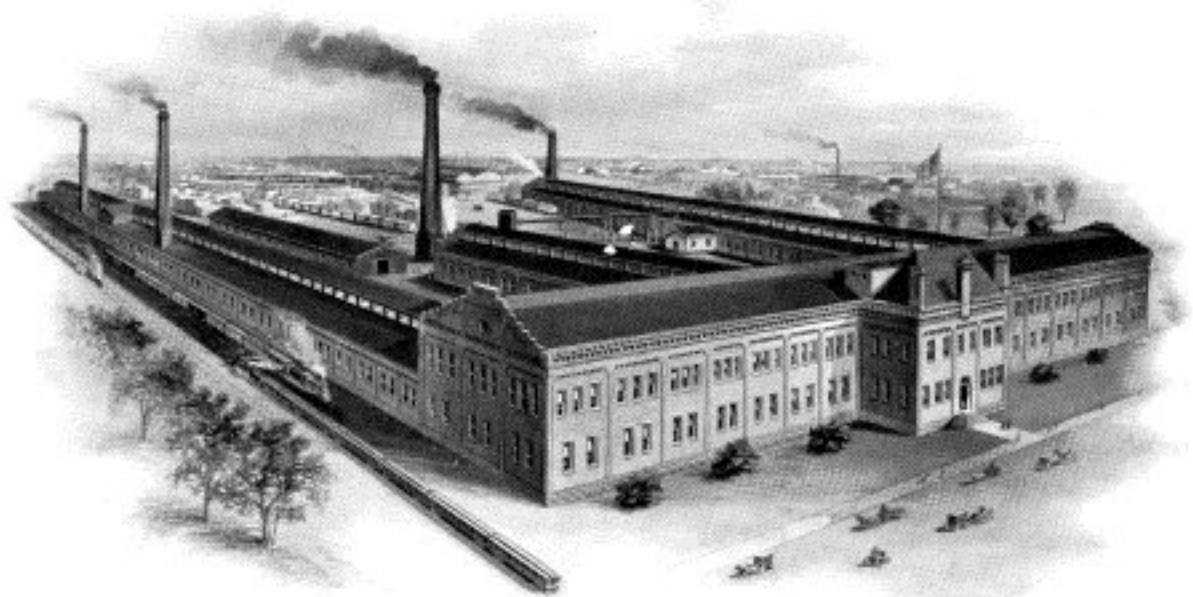
THE MANY HILL-CLIMB-  
ING, RACING AND  
ENDURANCE TESTS  
WON BY BUICK CARS  
ARE AN ELOQUENT  
INDICATION OF THEIR  
WORTH . . . .

*Personal Property of*  
*J. H. Jones*

**BUICK MOTOR COMPANY**  
Jackson, Mich.

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Members of the Association of Licensed Automobile Manufacturers




JACKSON PLANT OF THE BUICK MOTOR COMPANY, COVERING 17½ ACRES, EQUIPPED THROUGHOUT WITH THE LATEST MACHINERY OF SPECIAL DESIGN, AFFORDING RESULTS NOT EXCELLED IN ANY CAR AT ANY PRICE.

51

# The Buick Car

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N no line of manufacture does the element of experience, organization and equipment, together with a careful selection of material and honesty of purpose on the part of the manufacturer, determine so largely the final value of the finished article as in the building of automobiles.

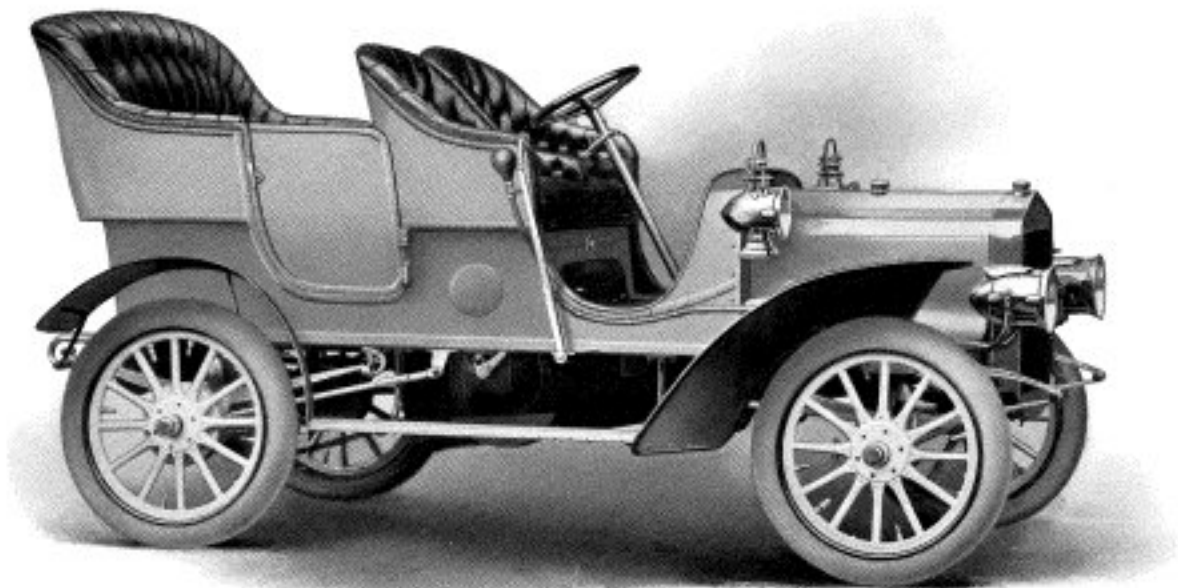
The Buick Motor Company, equipped as it is with an organization of engineers and mechanics, trained and experienced in automobile construction, has succeeded in turning out a car so simple in construction, powerful and easy in operation, that it appeals to the expert and novice alike.

The success of our car has been due in a large measure to minute attention to detail. We aim to build a car so good that its performance in the hands of our customers will stamp it as a car of unusual merit.

We do not spend large sums in advertising. It has not been necessary. The favorable comments made by owners of our cars have brought us an exceedingly large amount of business. "Our customers are our best salesmen."

In the following pages we submit our line for 1906, and ask the intending purchaser to carefully investigate our claims for superiority, and then to satisfy himself by an actual demonstration that we have not claimed more than we can perform.

BUICK MOTOR COMPANY



BUICK MODEL "F," 2-CYLINDER, 415 C.C., 22 HORSE-POWER. PRICE, \$1,250. F. O. E. JACKSON  
ROOMY TONNEAU WITH REAR SEATS SLIGHTLY ELEVATED; EXTRA WIDE DOORS, ATTRACTIVE RADIATOR AND HOOD

## Details of Model "F"

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**N**O event in the history of automobile construction has created more comment or exposed the manufacturer to more abuse from his competitors than the launching of the Buick Car, November, 1904, with its  $4\frac{1}{2} \times 5$  double opposed 22 horse-power motor. At that time our statements regarding power were considered extravagant; to-day they are too well recognized as facts to require comment. However, as the first consideration of an automobile buyer should be the efficiency and simplicity of the motor, we call special attention to the principles which have made the Buick Car famous.

After exhaustive tests and endless experiments covering every detail of motor building, from the analysis of all metals to the scientific timing of "valve travel" and "valve action," we have succeeded in producing a motor which is daily demonstrating its absolute superiority, and that the Buick principles of infinite attention to small details is resulting in a truly remarkable car at a remarkably low price.

This is also evidenced by the fact that three competing manufacturers have recently purchased Buick cars for the apparent purpose of studying the secret of their phenomenal power, and their unusual accessibility to all working parts.

**CYLINDERS**—The cylinders, pistons and piston rings are scientifically ground to a mirror-like surface on a machine specially designed for us.

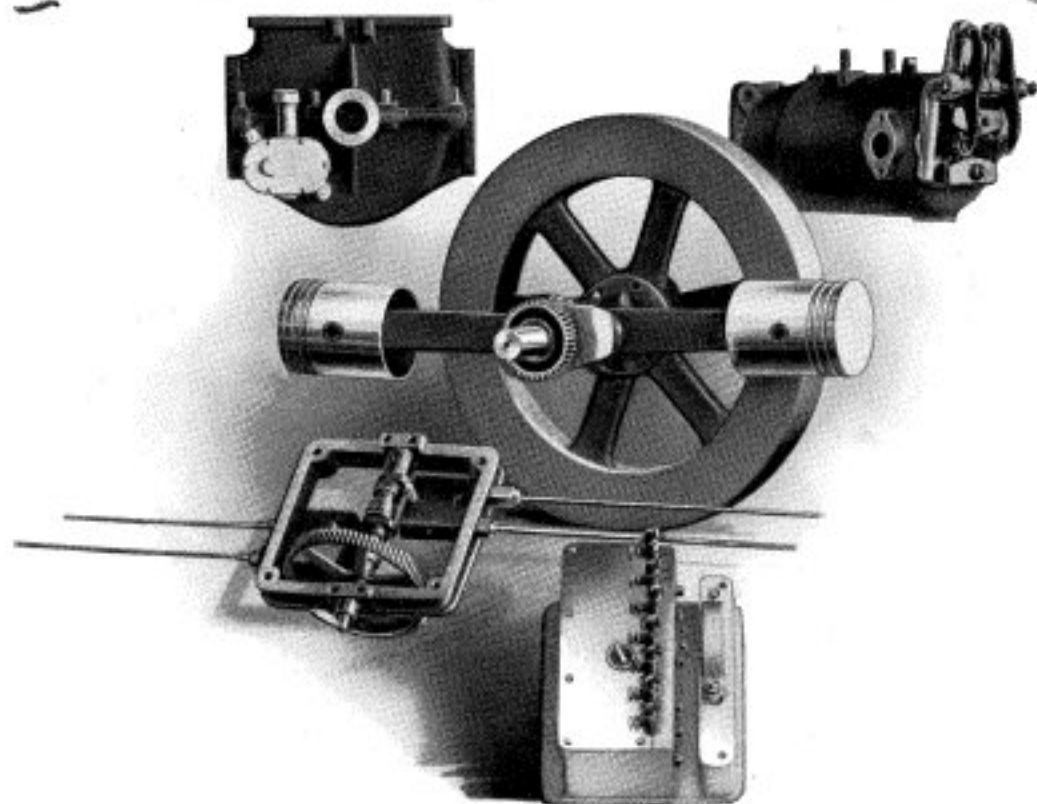
**BEARINGS**—Main bearings have bronze bushings, babbit-faced. All of these bearings are easily accessible by reason of the crank case being divided and allowing the easy withdrawal of the crank shaft and pistons. Wrist pin bearings are of

bronze, babbitt-faced. Piston pin bushing is of bronze. Piston pins are made from high grade steel, hardened and ground. The edges of connecting rod are grooved to form oil troughs. The cam shaft is so located that cams are immediately visible on removal of the crank case cover.

**LUBRICATION**—We use a special 7-feed, gear driven, force feed oiler, with an individual pump for each bearing. This oiling system is used only in the highest priced cars, and as a perfect oiling system is essential to the long life and perfect running of an automobile, this feature will be appreciated.

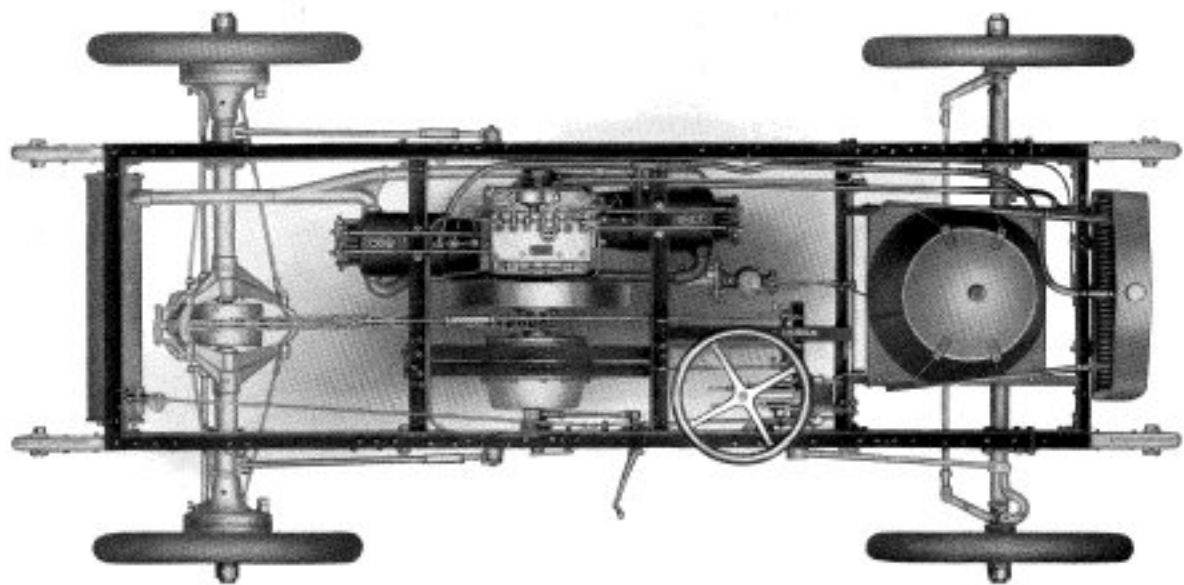
**ACCESSIBILITY OF ENGINE**—Push rods working over engine operate valve lifts, and all working parts of car are accessible from above, eliminating the necessity of crawling under car.

**TRANSMISSION**—Transmission is of the planetary type, giving two speeds forward and reverse, and



Model "F" Motor knocked down  
Note heavy forged steel crank shaft and connecting rods, with reinforced  
"offset" for wrist pin bearings





MODEL "F" CHASSIS, SHOWING SIMPLICITY OF CONSTRUCTION, MUFFLES AND EXTRA STRONG STEEL FRAME HOT RIVETED

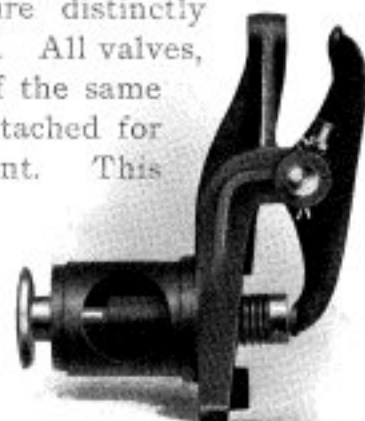
has but six steel gears, no fibre or internal cut gears running on high speed. This is the only planetary transmission made having a cone clutch. This transmission is dust proof and retains oil perfectly.

**CARBURETOR**—Carburetor is an improved, automatic float feed type, insuring uniform action at all engine speeds.

**IGNITION**—No one feature of a car is of more importance than ignition; after special consideration of this point, we have equipped our cars with a high-grade storage battery and an extra set of dry cells for emergency. The jump spark is used with double vibrating coil.

**COOLING SYSTEM**—Circulation of water is insured by a gear-driven gear pump through a radiator of unusual efficiency.

**VALVES**—The Buick valve and valve housing construction marks a feature distinctly individual to this machine. All valves, with their housings, are of the same size and can be easily detached for inspection and adjustment. This makes it possible to conveniently grind the valves on the work bench, avoiding the ordinary evil of using emery in grinding valve seats, which in other engines are integral with the cylinder, and are therefore invisible. We use no gaskets whatever in our engine.



The simplicity of the Buick Valve

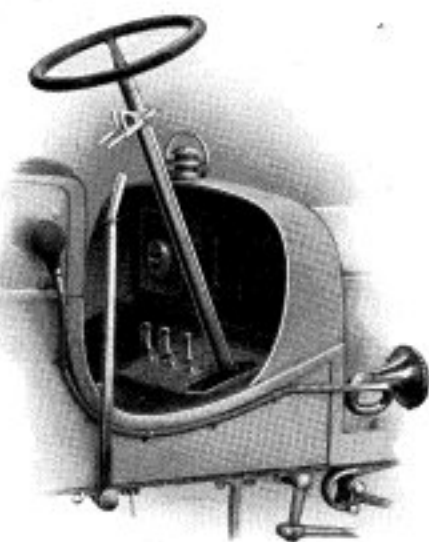
**COMMUTATOR**—The commutator is readily accessible by the opening of a panel in the body.

**TANK CAPACITIES**—Gasoline, 16 gallons; water, 6 gallons. Water is all carried in radiator and circulating system, thus doing away with water tank.

**SAFETY CRANKING DEVICE**—The Buick Car is equipped with an attachment which eliminates the possibility of a "back-kick."

**STEERING**—Steering is by wheel with tilting column, giving free access to driver's seat.

**CONTROL**—The spark and throttle controls are placed on the steering column immediately beneath the wheel, where they are conveniently reached. The side lever operates high speed clutch; and the low speed, reverse and hub brakes are operated by foot pedals.



Buick Control is very convenient and wonderfully effective

**BODY**—Wood, handsomely designed and of best materials, with two individual front seats; double side entrance tonneau, with rear seat sufficiently wide to carry three people comfortably. The doors are extra wide, swinging toward the front on handsome heavy curved bronze hinges. This construction is a unique individual feature of this car, and provides an absolutely unobstructed entrance to the tonneau.

**DASH**—Laminated wood with metal hood, which adds grace to the outline.

**HOOD**—Steel of attractive design covering gasoline tank.

**FENDERS**—Steel of ample width, securely fastened, with apron extending downward between the front wheel and hood, absolutely protecting the occupants of the car from dust and mud. This is a feature that is only found on the high-priced cars.

**METAL APRON**—A metal apron protects engine from dust and mud.

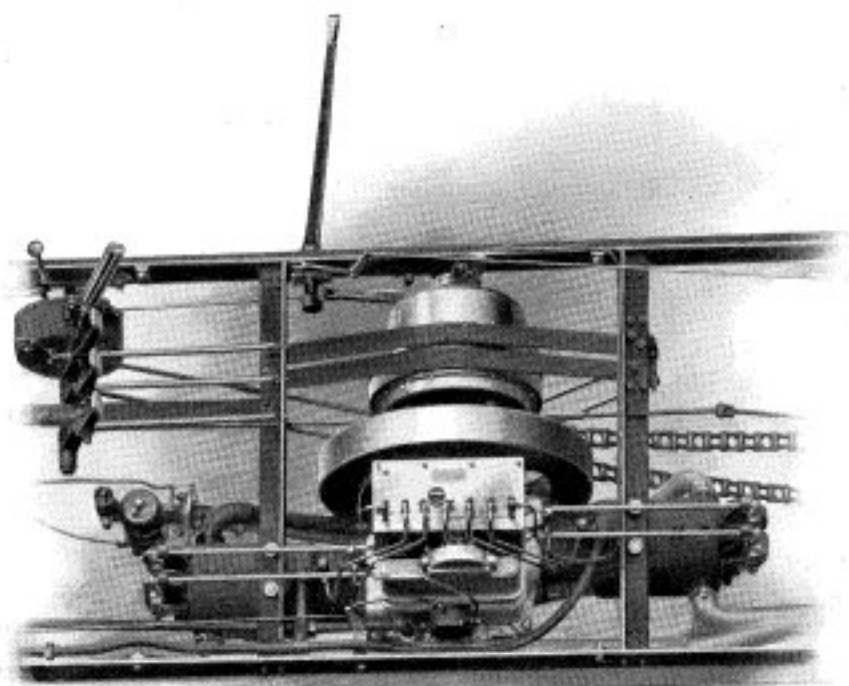
**UPHOLSTERY**—High-grade leather, liberally padded and tufted with good quality of curled hair.

**FINISH**—Superb. We have unusual facilities for producing the highest quality of finish. Body and hood, "Purple Lake," with upholstery to match. Running gear, "Ivory White"; all metal trimmings brass plated.

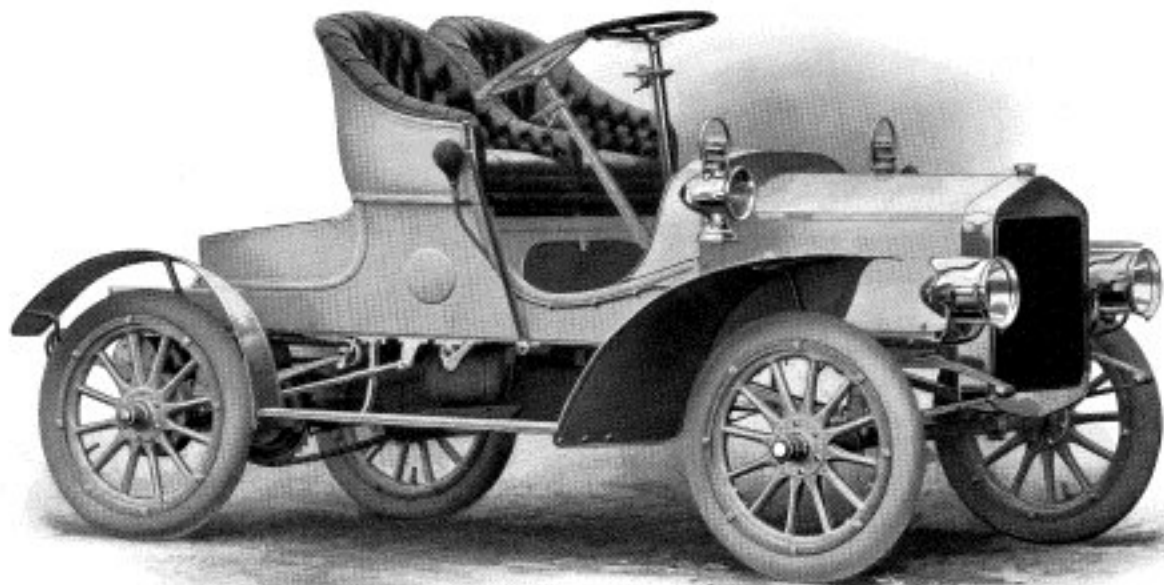
**TIRES**—Fisk, Goodrich Quick Detachable, Morgan & Wright, Diamond or Goodyear Universal, at the option of the buyer.

**SPRINGS**—Springs, three-quarter elliptic in front, semi-elliptic in rear; made from best oil tempered steel and graduated to carry with reasonable resiliency a normal load; front springs,  $1\frac{3}{4}$  inches wide, 36 inches long, five leaves. Rear springs,  $1\frac{3}{4}$  inches wide, 40 inches long, six leaves. Springs are equipped with rubber bumpers.

**EXTRAS**—Cape cart top complete with storm front, having large front celluloid window and side lights.



Model "F" Motor and Transmission, assembled, showing easy access of all parts, valve rods, force-feed oiler and aluminum gear case



BUICK MODEL "G" RUNABOUT, 8-CYLINDER, 45 $\frac{1}{2}$  X 5, 22 HORSE-POWER, \$1,000. SPECIFICATIONS AND EQUIPMENT SAME AS MODEL "F"

NOTE EASE OF ACCESS WITH THE STEERING WHEEL PUSHED FORWARD

## Model "F" Specifications

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Engine . . . .	Two-cylinder double opposed, 4½ x 5. Every part readily accessible from top. Cylinders, pistons and rings are ground.
Valves . . . .	Mechanically operated, special con- struction.
Ignition . . . .	Jump spark, supplied by storage battery with extra dry cells.
Transmission . . . .	Planetary; two speeds forward and reverse.
Lubrication . . . .	Mechanical force feed oiler.
Frame . . . .	Angle steel with cross supports hot riveted.
Wheel Base . . . .	87 inches, tread, 56 inches.
Weight . . . .	1,800 pounds.
Tires . . . .	30 x 3½.
Brakes . . . .	Internal expanding bronze hub brakes.
Equipment . . . .	Consists of two oil side lights and tail lights, also two high grade acetylene headlights and generator, a complete set of tools, horn and repair outfit.
Important . . . .	All Model "F" cars are ironed for our own cape cart tops.
Price . . . .	Complete, \$1,250, f. o. b. Jackson.

### EXTRA

Tops . . . .	These are furnished at a cost of \$100.
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## Model "G" Specifications

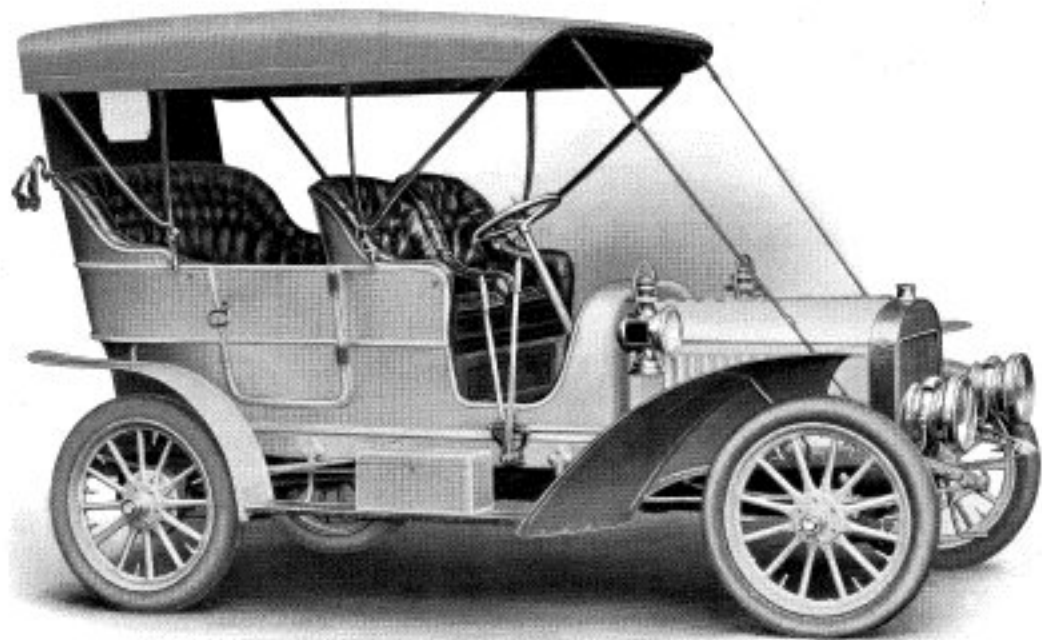
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This is a high powered, high grade runabout. It is one of the handsomest cars ever put on the market, and it is built especially for people who want style and power.

Specifications and equipment are the same as Model "F," with exception it is not ironed for top.

Price, \$1,000, f.o.b. Jackson.



BUICK MODEL "B," 4-CYLINDER, 45 X 4 $\frac{1}{2}$ , 30-35 HORSE-POWER. EQUIPPED WITH TOP. COMPLETE, \$4,200

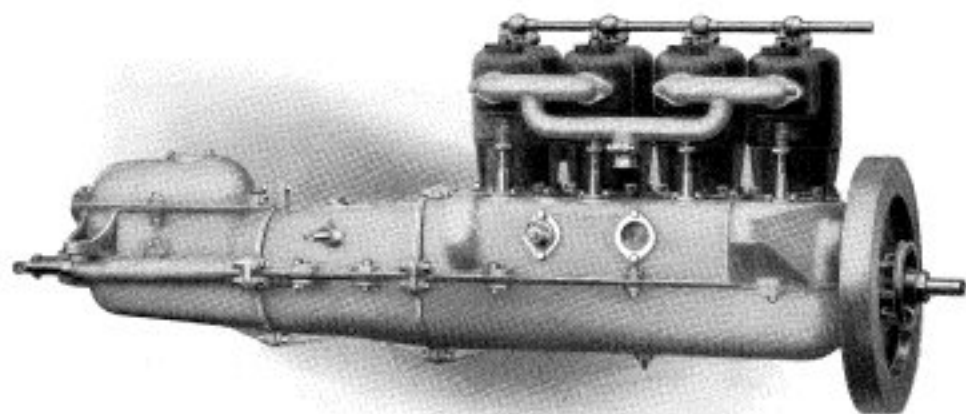
## Our New Model "D"

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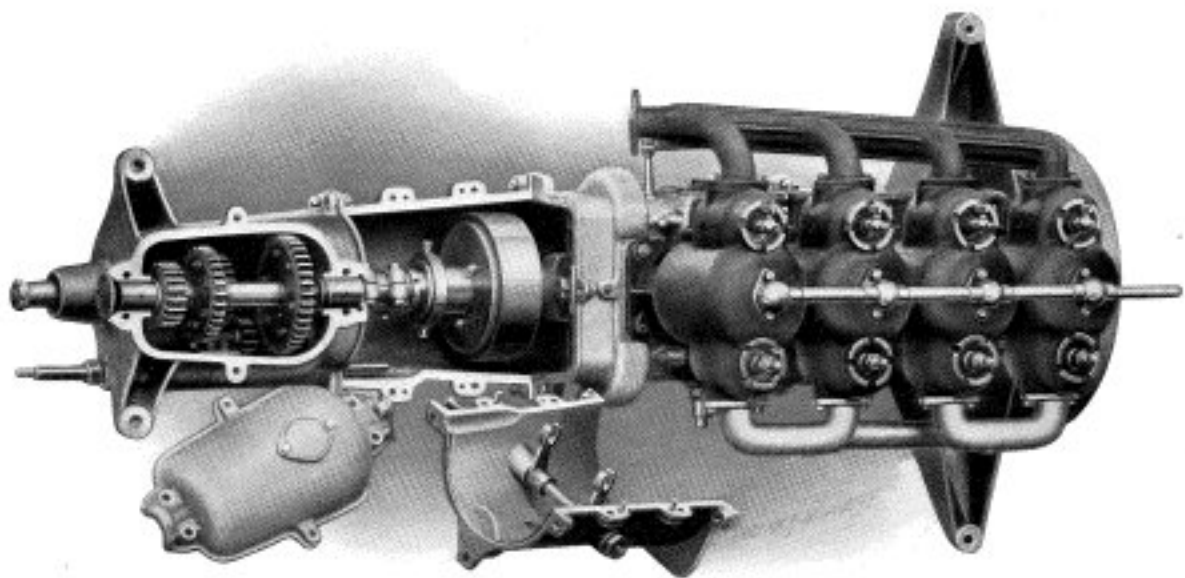
JUDGING from the remarkable performances under the most trying tests, our new four-cylinder Model "D" is destined to create as much favorable comment for itself as our two-cylinder Models "G" and "F." The car is handsomely designed, having double side entrance, roomy tonneau, divided front seats, body carried on extra long springs, handsomely upholstered with the best grade hand buffed leather, padded and stuffed with the finest quality curled hair. Each car is equipped, without extra charge, with a stylish perfect fitting cape cart top made of the very best materials.

The construction of Model "D" is such as to permit, we believe, of a greater percentage of power being transmitted to the rear wheels than any other car made of its price and weight. This is due to the superb construction of the motor, and our unique five-point suspension. The crank, clutch and transmission cases are of aluminum, and when assembled are practically a unit, the whole being carried on a flexible five-point suspension which insures absolute alignment



Model "D" Motor, Crank, Clutch and Transmission Cases forming practically one unit

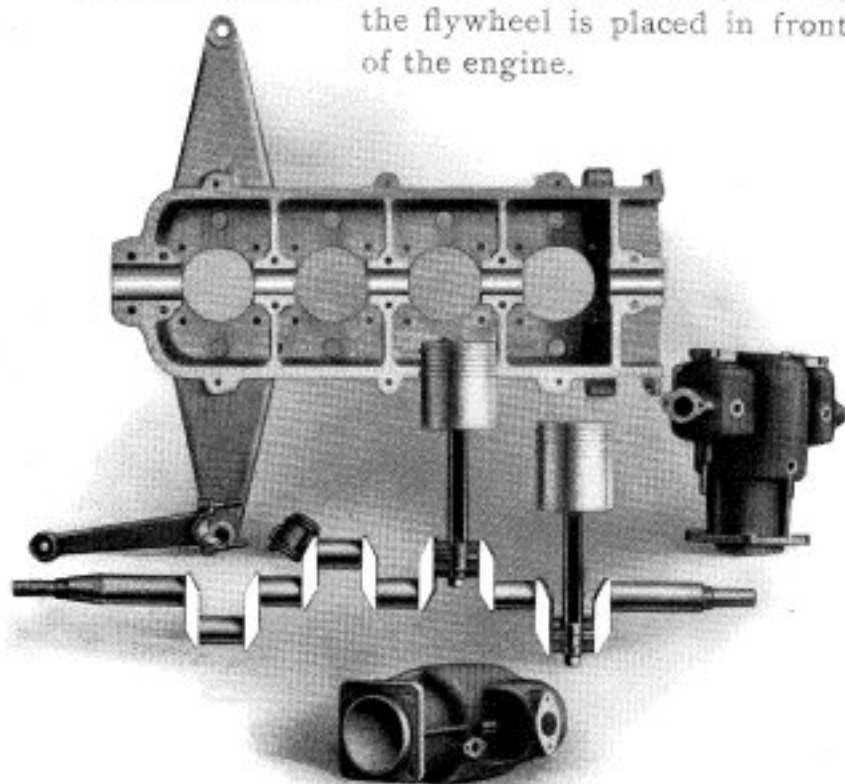




MODEL "D" MOTOR, SHOWING ACCESSIBILITY OF CLUTCH AND TRANSMISSION, ALSO EXTREME SIMPLICITY OF DESIGN

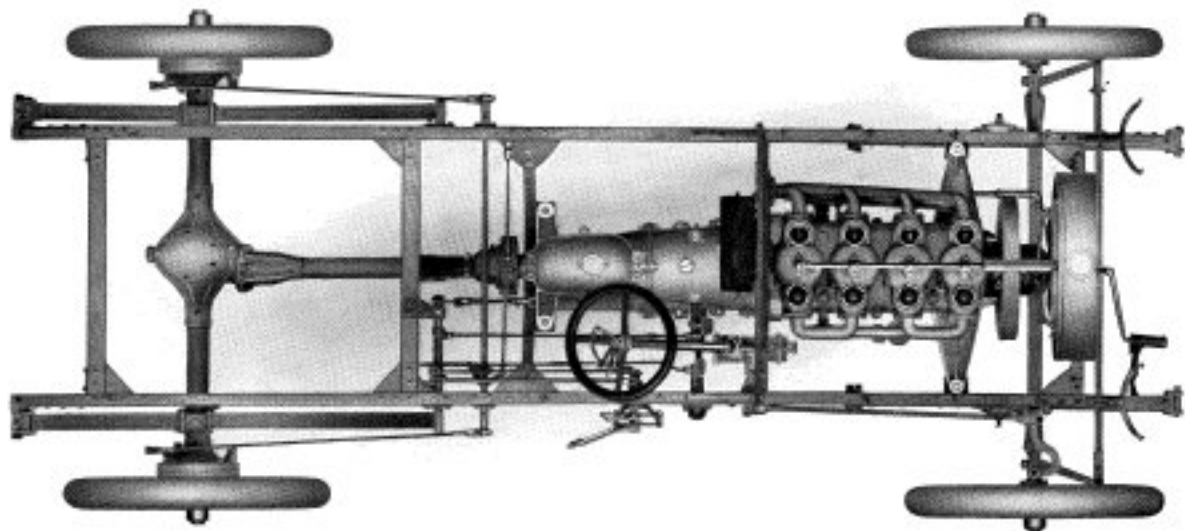
and positively eliminates the binding of the crank shaft, which is usually the cause of so much loss of power with the old method of construction; it also increases the strength and flexibility, and enables us to greatly reduce the weight of the car, and the consequent wear on tires by doing away with the sub-frame and other heavy construction. This 30-35 horse-power car ready for the road weighs only 2,000 pounds, hence the advantage of the design is apparent.

**MOTOR**—The motor is a four-cylinder 30-35 horse-power vertical, water cooled; size of cylinders,  $4\frac{1}{4} \times 4\frac{1}{2}$ ; individual cylinders cast integral, with interchangeable mechanically operated valves. The inlet and exhaust valves are on opposite sides. The crank shaft is carried on five liberal bearings, one at each end and between each cylinder. The piston, piston rings and all shaft bearings are carefully ground. Contrary to the usual practice, the flywheel is placed in front of the engine.



Model "D" Motor knocked down, showing five large bearings, forged connecting rods and shaft. All bearings and cylinders ground

- TRANSMISSION**—Transmission is of the slide gear type, with three speeds forward and one reverse. The gears are made of the best material obtainable, unusually large and accurately cut.
- CLUTCH**—The clutch is of the multiple disc type, consisting of 8 plates, 4 of which are leather faced on both sides. Its action is very gentle and "sweet," and thus absolutely eliminates all of the jar and jerk so common to many of the other types.
- CONTROL**—Control is by hand throttle and spark levers on top of the steering wheel, with immovable segment, together with two side levers and foot brake. The emergency brakes on the rear wheel drums are of the internal expanding type, operated by the side lever, and the service brake on the driving shaft is operated by foot pedal. These brakes are unusually efficient, and will hold the car on the steepest grade.
- CARBURETOR**—Carburetor is a new design of our own, entirely automatic, and seldom requiring attention.
- IGNITION**—Ignition is by jump spark, current being furnished by a storage battery and a reserve set of dry cells in connection with a quadruple coil.
- LUBRICATION**—Lubrication of cylinders is by splash, oil being fed by a mechanical force feed oiler, maintaining a constant and liberal supply for all bearings.
- RADIATOR**—Radiator is a special design of our own, consisting of vertical flange tubes, which has proven very efficient. The fan is driven by a belt from the engine shaft. Perfect water circulation is insured by a pump direct geared to cam shaft.
- FENDERS**—The fenders are steel securely braced. The front ones have side aprons protecting the passengers and hood from mud and dust.
- FRAME**—The frame is of the highest grade cold rolled steel, specially reinforced.



HUICK MODEL "D" CHASSIS, SHOWING STRENGTH OF CONSTRUCTION AND PERFECT ALIGNMENT OF CRANK, CLUTCH, TRANSMISSION AND DRIVING SHAFT

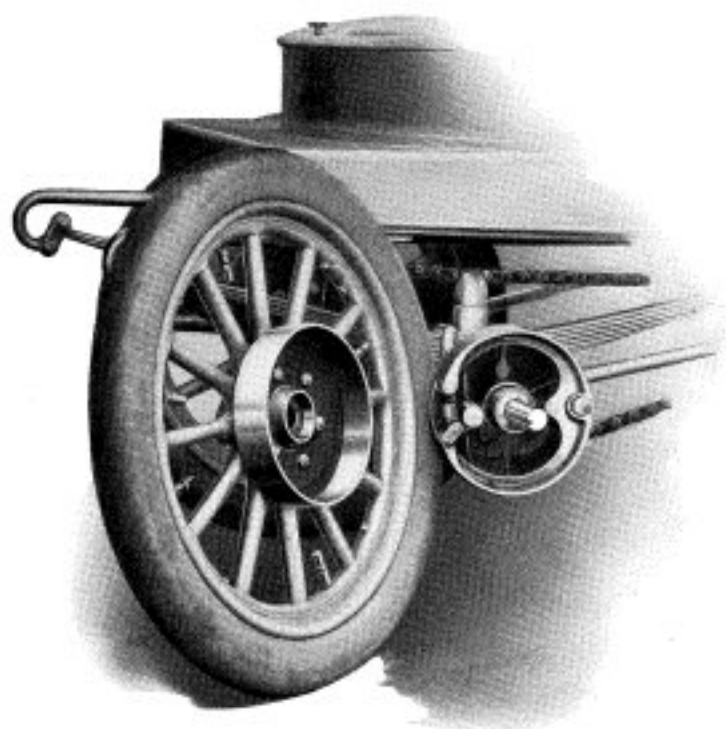
**REAR AXLE**—Rear axle divided, shaft driven and of exceptionally neat and strong construction.

**WHEEL BASE**—102 inches.

**TIRES**—32 x 4 inches. Fisk, Goodrich Quick Detachable, Diamond, Morgan & Wright, or Goodyear Universal, at the option of the buyer.

**EQUIPMENT**—The equipment consists of cape cart top, two oil side lights and tail light, also two high grade acetylene headlights with generator, and a complete set of tools, horn and repair outfit.

**PRICE**—Complete, \$2,500, f.o.b. Jackson.



Internal Expanding Bronze Brake and Drum

## Model "D" Specifications

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In this powerful yet light-weight car we have features of construction that appeal at sight to the experienced operator.

- Engine** . . . Is a four-cylinder 30-35 horse-power motor. Size of cylinders,  $4\frac{1}{4} \times 4\frac{1}{2}$ . Cylinders, pistons and rings are ground.
- Valves** . . . The valves are of improved construction and are mechanically operated.
- Ignition** . . . Jump spark, supplied by storage battery.
- Transmission** . . . This is of the sliding gear type, three speeds forward and reverse. The gears are of high grade steel.
- Clutch** . . . Plate clutch; simple, light, efficient.
- Suspension** . . . In the suspension of our engine and transmission we obtain lightness, strength and flexibility. The crank, clutch and transmission cases are of aluminum, and when assembled are practically a unit, the whole being carried on a flexible five-point suspension, which assures positive alignment of crank shaft.
- Frame** . . . This is high grade cold rolled steel.
- Wheels** . . . 32 x 4.
- Rear Axle** . . . Divided, shaft driven. Very strong construction.
- Finish** . . . Royal Blue body with Ivory White running gear; upholstery is of the highest grade of hand buffed leather (color, blue black to match body), padded and tufted with best quality curled hair.
- Equipment** . . . The equipment consists of cape cart top, two oil side lights and tail light, also two high grade acetylene headlights with generator, and a complete set of tools, horn and repair outfit.
- Price** . . . \$2,500, f.o.b. Jackson.



MEDAL WON AT MT. WASHINGTON



A FEW OF OUR TROPHIES



REVERSE OF MEDAL WON AT  
MT. WASHINGTON

## The Buick Record on Track and Hill

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We do not build racing cars, nevertheless our record last year on hill and track was an enviable one, as is evidenced by a few of the more notable records, which we append.

"Eagle Rock" International Hill-climb. World's record. Defeated everything in its class.

"Mount Washington" Hill-climb. World's record. Defeated its nearest competitor by over 16 minutes.

Paterson, N. J. Track record.

St. John, Mich. Track record.

Atlantic City, N. J. Won all records for gasoline cars.

Boston, Mass. World's record.

Detroit, Mich. Won in touring car class.

Cleveland, Ohio. Winner in 5-mile \$2,000 class.

Long Branch, N. J. Track record. Won from cars costing from \$2,000 to \$6,000.

Newark, N. J. Won the "free-for-all" over cars costing from \$1,500 to \$4,000.

Philadelphia, Pa. Won 2-mile race for stripped cars.

Rockford, Ill. Won in every event entered.

Kansas City, Mo. World's record. 5-mile 2-cylinder cars.

Los Angeles, Cal. Hill-climbing contest. Made best time of any car in 2-cylinder class. Made better time than many of the leading 4-cylinder cars.

All these events were won with regular stock cars; in several instances by cars owned by private individuals.

With this knowledge of what our car is and what it has done, we ask intending customers to compare it not only with other cars of its class, but with many of the \$2,000 and \$2,500 cars, which we have repeatedly defeated in various road and hill-climbing contests.



## G u a r a n t e e

The Buick Motor Company guarantees its AUTOMOBILES AND MOTOR TRUCKS against manifest defects, and agrees to replace free of charge (if reported within sixty days from date of sale to the consumer), any part of such AUTOMOBILE OR MOTOR TRUCK made by it, showing defective material or faulty workmanship. It is understood, however, that all parts claimed to be defective must be returned, charges prepaid, to the Buick Motor Company for examination and inspection.

Clasmar Winchell Press, New York and Pittsburgh