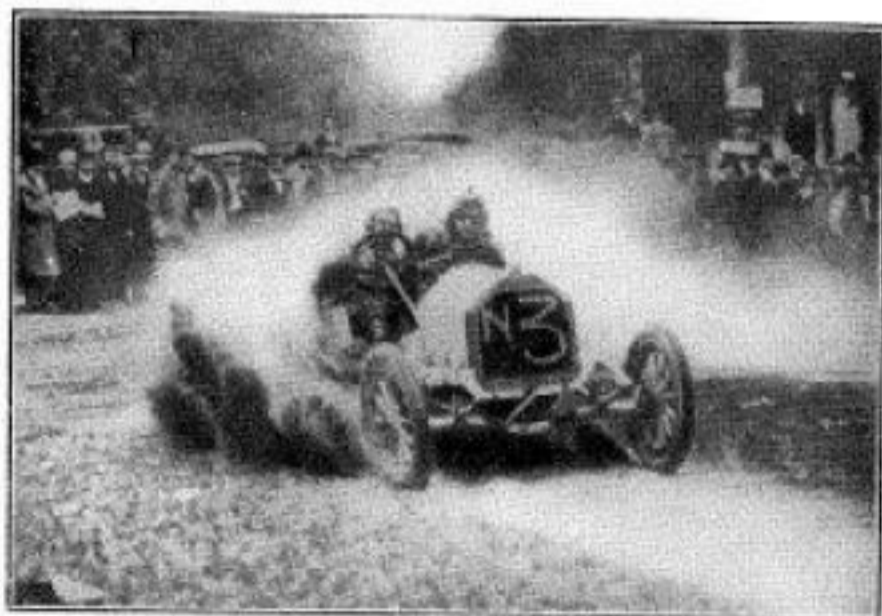




1908
Buick
VICTORIES



Easter and Thompson in \$1,000 Buick Model "10" Stock Runabout, winning 100-mile American Championship for Small Cars, Vanderbilt Cup Course, October 10, 1908.

COMPLIMENTS
OF



Buick
Motor Company

1733 BROADWAY

Near 55th Street

Telephone—4040 Columbus.

BROOKLYN SALES ROOM

42 Flatbush Avenue
Tel., 4276 Main

NEWARK SALES ROOM

202 Halsey Street
Tel., 2510 Newark

FACTORIES . . . FLINT, MICHIGAN

MODEL 10 BUICKS

In the Two Greatest Light Car Events Ever
Held in America.



Making 61 Miles an Hour on Motor Parkway While Winning
Nassau Sweepstakes, October 10, 1908.

Defeating Cameron, Mitchell, Maxwell, Cadillac, Gyroscope.

First racing car to complete a lap and win a race on new Vanderbilt Cup course.



THE START.

The winning Buick was taken from the sales-room of the New York Branch only a few hours before the race.

The motor had less than a hundred-mile run before the contest.

A 45-mile-an-hour average was made for the entire distance of 100 miles.

Three of the four laps were run in 30 minutes each.

Most consistent running car of the day.

\$1,000 Buick Model "10" stock chassis defeated all American cars and all but one foreign car in the International Light Car Race Savannah, Ga., November 25, 1908.

Average speed of Buick for the full 196 miles, 51.7 miles per hour; the fastest time ever made by any light car built in America.



Easter and Thompson at Savannah.

After leading the entire first half of the race, the Buick Model "10's" gasoline tank became loose, and because of stops totaling over twenty minutes from this trouble, the Buick lost the race by six minutes. Hilliard in his \$3,200 Lancia won, and all credit is due to him. Burman in his \$1,000 Buick averaged 55.6 miles an hour for 17 out of 20 laps, and brought his car in with such a lead over the remaining contestants that there was no question concerning the standard which the Buick has set in low-priced automobile construction.



Robert Burman Driving Buick Model "10" Across the Finish Line at Seventy Miles an Hour. Savannah, Nov. 25, 1908.

The Model "10" Buick, "twice proven champion light car of America," has won nearly all the light car hill-climbing, speed and endurance tests held in America during 1908.

We mention in this book over eighty victories in all sections of the country.

Every competing Buick was a stock car built entirely in the Buick shops.

The Washington, D. C., agent has won eight races with the Buick Model "10" from June 1 to August 1. He defeated Columbias costing \$3,000, Overlands costing \$1,250, Regals and Fords. In each of seven races he lapped all the cars in four miles.

The best race he won was the Maxwell Challenge race, from New York to Washington. The Maxwell agent issued a challenge to the Washington trade offering to race a Maxwell roadster against any car. The Buick agent accepted and both cars came over the road from Washington to New York.

The start was made from the headquarters of the A. A. A. in New York, June 26, the route selected being by way of Tarrytown, Delaware Water Gap, Philadelphia and Lancaster, which is 417 miles. The Buick's total time was 25 hours, 12 minutes—four hours better than any other car. It was 25 minutes ahead of the schedule, and taking out ferry time, the run was made in 23 hours.

On the arrival the technical committee put the cars through various tests, and the Buick met them all in a most satisfactory way. The Maxwell was 2 hours behind its schedule, and it failed to meet many of the tests agreed on. The Buick averaged $25\frac{1}{2}$ miles on a gallon of gasoline, and used $1\frac{1}{2}$ gallons of oil for the 417 miles.

In the entire run the Buick motor did not stop, the hood was not raised, and all seals were intact, while the seals on the Maxwell were broken in several places.

SAN FRANCISCO, CAL., June 29, 1908.

Model 10 Buick entered in three events, as follows: 3 mile, \$1,000 and under; 3 mile, \$1,600 and under, and 15 mile "Free for all," and won them all easily, defeating Maxwell two and four-cylinder cars; stripped White, Auburn, Reo and Elmore. You hear nothing but "Buick" in 'Frisco now.

SAN FRANCISCO, CAL.

Mr. R. S. Howard, a New York boy, driving his own Model 10 Buick, won ten and five-mile automobile races at Tanforan. His ten miles in 11 min. 10 $\frac{2}{5}$ sec., is the track record. The five-mile race was for members of the Olympic Club. In this he defeated two high-priced, high-powered cars.

Buick Model 10 also holds San Francisco circular track record for 1 mile. Time: 1.03 $\frac{1}{2}$.

HARTFORD, CONN., June 30, 1908.

At the Rockville hill-climb, Buick Model 10 easily won event for cars costing \$851 to \$1,250. Time: 1.07; Cameron, 1.10 $\frac{1}{5}$; Maxwell, 1.17 $\frac{1}{5}$; Overland, 1.20 $\frac{3}{5}$.

MAYVILLE, N. D., July 4, 1908.

Buick Model 10 took first money in "free-for-all" race, defeating all comers by 17 seconds in a two-mile race on one-half mile track.

WILDWOOD, N. J., July 4, 1908.

Event No. 1 for gasoline cars selling under \$1,250 won by 18-horsepower Buick. Second, 20-H.P. Mitchell; Third, 24-H.P. Overland. Time, 1.28 $\frac{1}{5}$.

Buicks hold all the long distance and endurance records on Georgia sand roads.

KEARNEY, NEB., July 4, 1908.

The Buick Model 10 made the 15-mile course in 17 minutes and 13 seconds, winning over the Reo 20-H.P. by three minutes and 27 seconds.

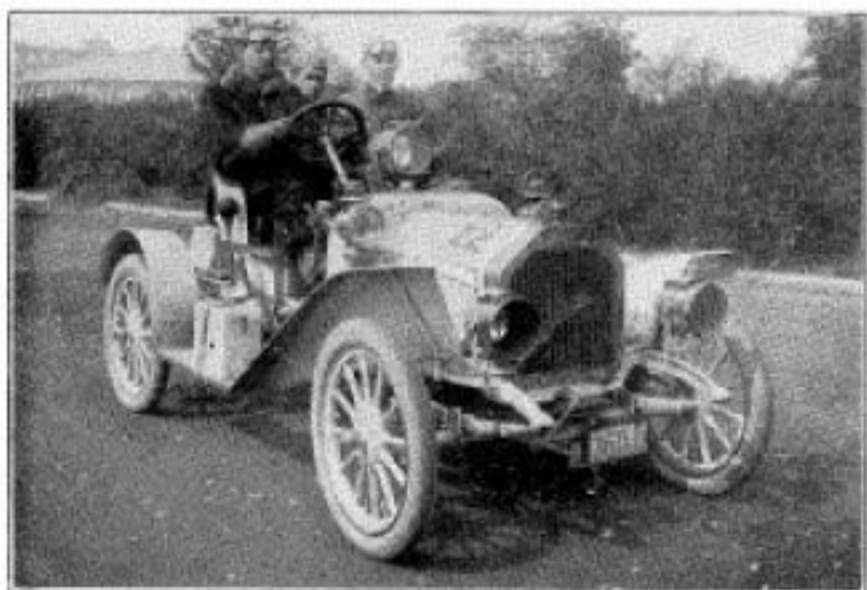
The touring car race was so one-sided that it was laughable. The Reo was a new 1908 model, while the Buick was an old 1906 model.

it having traveled over twenty thousand miles. The faithful old Buick won by two minutes' time. The races were held on rough country roads and the showing made by the Buicks were, indeed, remarkable. The owners of Buicks in this vicinity are rejoicing over the victory.

The *Boston American* of September 27, in reviewing the results of the 386-mile BOSTON-BRETTON WOODS AND RETURN 24-HOUR ENDURANCE CONTEST of the Bay State Automobile Association, paid the following tributes to the Model 10 Buick:

"The little Buick, the lowest-powered and priced of the four-cylinder cars, seemed to fairly jump over the roads. It kept the hottest of paces, climbed the steepest of hills, and finished with a clean score."

Of the twenty-one machines which started from Boston, only nine made perfect scores. Among the eliminated cars were Lancia, driven by Hilliard, Rambler, Pierce Arrow, Overland, Stevens Duryea, two Chalmers Detroits, Cadillac and Corbin.



Boston-Bretton Woods Run—Three Men in Stock Car.

RICHMOND, VA., May 23, 1908.

Buick Model "10" won the twenty-mile Roadster event, defeating the White, Maxwell and three Fords. The time was 30 minutes and 7 seconds on a circular track.

It is interesting to note that the car did not vary 10 seconds on any lap.

LITTLE ROCK, ARK., July 4, 1908.

BUICK WON TRACK AND HILL RECORDS.—On July 4 we held the first automobile contest that has been held in this state. Two Model "10" cars entered: Won the mile race in 1.10, and the hill climb in 1.06. Among the other cars entered were the White Steamer, Franklin, and Models "S" and "G" Buicks.

FARGO, N. D., July 16.

Buick Model "10" won five mile free-for-all race at the State Fair to-day.

MINNEAPOLIS, MINN.

Model "10" Buick, carrying 150 pounds extra weight, won the five-mile event at the Fair Ground races the 15th.

VALLEY CITY, N. D., July 18.

Buick Model "10" won five-mile free-for-all at County Fair.

SIOUX CITY, IA., JULY 18.

TWO DAYS' RACING. MODEL "10" WINS FIRST PLACE IN TWELVE EVENTS.

ELKHART, IND., August 15.

At the crack of the gun the Model "10" shot ahead of the Ford and every turn of the wheel meant a gain for it. At the finish of the two-mile race, it was more than one quarter mile ahead. Race for \$1,000 a side.

KALAMAZOO, MICH., August 29, 1908.

In the two days' racing at Recreation Park, the Buick Model "10" runabout won six out of seven events entered, defeating a six-cylinder Ford, a 40-H.P. Oldsmobile, a Stanley steamer, and a Stearns.

All of the events on the programme were well contested, but the real interest in the races centered in the sharp brushes between the Buick and the six-cylinder Ford, which met in three events. The Ford had to take the dust of the "Little White Streak." The Model "10" used had been run over 7,000 miles and was still able to hit it up at over a fifty-mile clip on a circular track.

MINNEAPOLIS, MINN., September 1, 1908.

The Model "10" Buicks entered in the annual hill climb here to-day finished first and second, winning on both time and cylinder displacement, defeating two Fords, Rambler, Jackson and another larger car.

PORTAGE LA PRAIRIE, CANADA, Sept. 1, 1908.

At the fair just held here a big ten-mile race was won by Model "10" Buick. Six cars entered. A 40-H.P. Olds captured the first heat and Ford did not finish. In the final heat Model "10" Buick ran away from all the other contestants and finished a mile and a half ahead of the 40-H.P. Oldsmobile, which was second.

A. J. Nye, a citizen of Orlando, Fla., drove a new "Buick" from Flint, Mich., to Oriando, 1,610 miles, over all kinds of roads without trouble.

MODEL "10" WINS THEM ALL.

COLUMBIA, S. C., September 1, 1908.

Model "10" won the three-mile event, defeating two Fords, one Mitchell, two Reos. Time: Three minutes, forty-nine and one-half seconds.

Model "10" wins ten-mile event, defeating Mitchell, two Fords, two Reos. Time: Twelve minutes, forty-two seconds. Ford's time, thirteen minutes, fifteen and one-half seconds. Model "10" breaks track record at Labor Day meet time trial for one mile. Time: One minute twelve seconds.

YORK, PA., August 1, 1908.

We had a "Farmers' Great Mid-Summer Festival" at our fair grounds track, and there was a 10-mile free-for-all auto race. I entered my baby Buick and drove it myself. Against me were entered a \$1,750 Maxwell Roadster, a 22-H.P. Reo, and a Stevens-Duryea. I was sure of winning the race at the start, but after we had gone about one and one-half miles, in attempting to pass the Stevens-Duryea, which was in the lead, he deliberately ran in front of me to cut me off, and in order to avert an accident I jerked my throttle shut, and in doing so

slipped the little arm down to the right-hand side, which is held tight by a small binding screw, and when I again attempted to open the throttle, found I could open it only half way. The Stevens-Duryea beat me about one-quarter



J. W. RICKLEY.

of a mile in the race. I came in a good second, gaining half a mile on the Reo and Maxwell, even though I only had half the amount of gas.

After the race the victors began to dig me furiously, which was too much for me to hear, and as a result I challenged them for another race for \$50 a side, which was accepted. They stripped their car of everything imaginable, taking the entire body off, mud guards, etc. Almost every person was sure the Stevens-Duryea would wipe the Buick off the earth, but I was not scared in the least. I went at him like a tiger, and didn't do a thing to him. I lapped him once, and almost lapped him again, beating him almost a mile out of ten. The time was 14 minutes and 10 seconds. My best mile was 1.23, which is as good time as has ever been made on this track by any car of any horsepower and price. Considering the track and all conditions, the little Buick has made a wonderful record, and opened the eyes of every person in this section of the country.

J. W. RICKLEY.



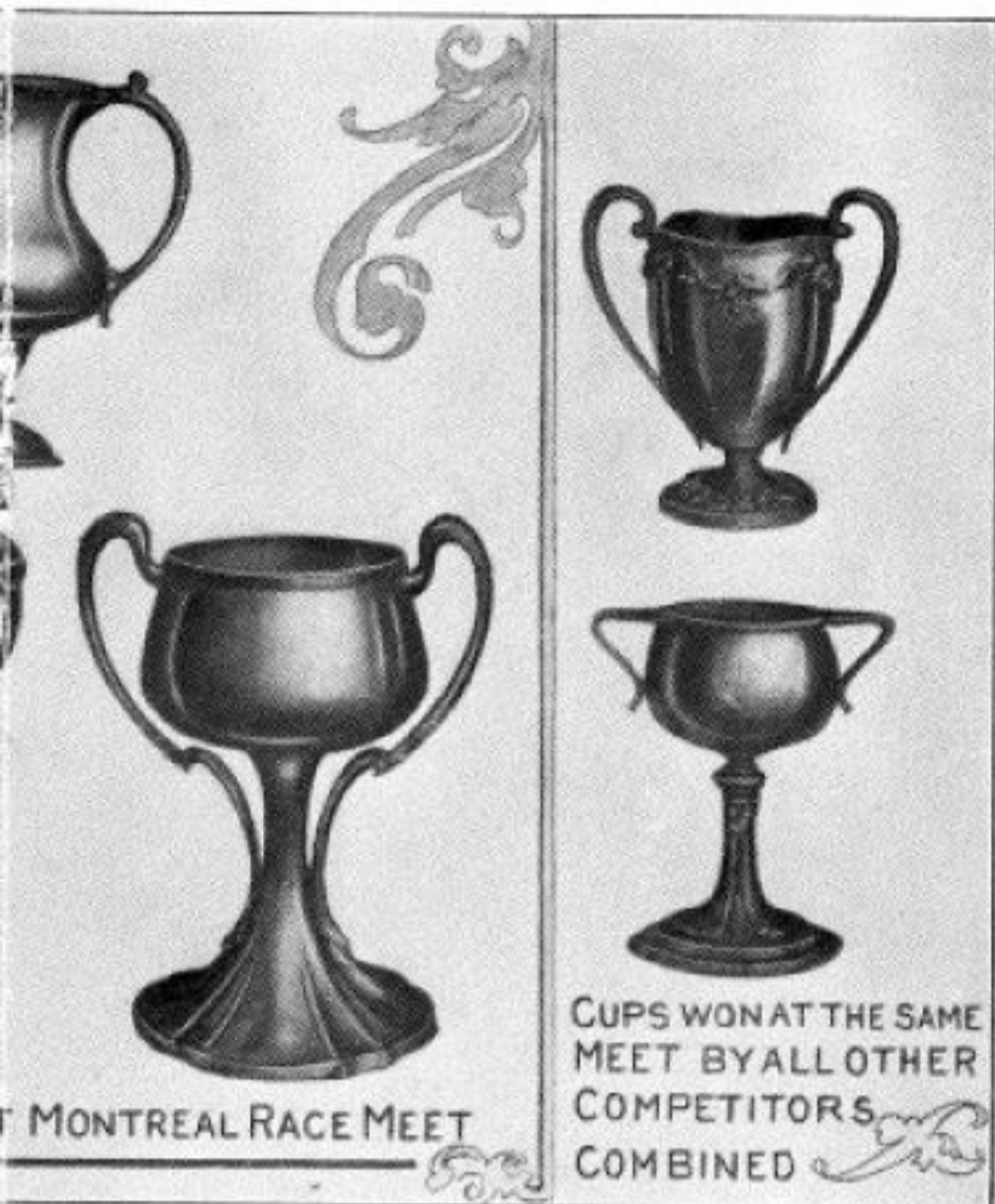
CUPS WON BY THREE BUICK MOTOR CARS AT

SUMMARY OF CANADA'S GREATEST RACING MEET SEPT. 26-27, 1908, C

OUT OF 14 EVENTS, BUICK CARS WON 11 FIRSTS, 7
RACER AND WALTER CHRI

- 1.—Two-mile stripped chassis, open to cars up to 45-H.P. Won by Model 5 Buick. Driver, R. Burman.
- 2.—Five-mile Canadian championship for cars not over 40-H.P. Won by Buick Model 5. Driver, R. Burman.
- 3.—Five-mile Canadian championship for fully equipped runabouts selling at \$1,150 or under. Won by Buick Model 10. Burke driving.
- 4.—Five-mile stock cars, full load, 20 to 35-H.P. Won by Model F, two-cylinder Buick. Driver, Burke.
- 5.—One and one-half mile Flexibility race. Buick won second place.
- 6.—Five-mile free-for-all, open to all cars. Won by Buick Model 5. Driver, Burman.
- 7.—Five-mile touring car race, open to cars up to 24-H.P. Won by Model F Buick. Driver, Burman.

"BURMAN IS A DANDY. HIS SENSATIONAL D



EVENT, MONTREAL TWO-DAY AUTOMOBILE ON HALF-MILE TRACK.

WON 1, LOST 2, DEFEATING SOULES IN STEARNS
RACER IN 130-H.P. RACER.

- 8.—One-mile professional race. Won by Model 5 Buick. Driver, Burman; defeating Walter Christie's 130-H.P. racer and Soules in Stearns racer.
- 9.—Two-mile professional race. Won by Walter Christie.
- 10.—Exhibition mile against time. Buick 40-H.P., driver, Burman, and Stearns 60-H.P., driver, Soules, tied. Time: 1.12.
- 11.—Match race in heats. Distance, 1 mile. Buick won first heat. Stearns the second. Third and final heat won by Buick.
- 12.—Five-mile race for small runabouts. Won by Buick Model 10. Driver, Burman.
- 13.—Five mile. Cars 20 to 35-H.P. Won by Comet. Buick second.
- 14.—Buick 40-H.P. defeated Stearns 60-H.P. in one-mile race.

"DRIVING ELECTRIFIED THE CROWDS HERE."

MINNEAPOLIS, MINN., September 7, 1908.

At the State Fair, the Model "10" won the five-mile race for cars costing \$1,250 or less, in the remarkable time of five minutes forty-three seconds, defeating Ford, Mason and Mitchell; also beating the time of the Pennsylvania, Stearns, Chalmers-Detroit and American for the same distance. Time, by miles: 1.10, 1.10, 1.08 $\frac{3}{5}$, 1.07 $\frac{3}{5}$, and 1.07.

MINNEAPOLIS, MINN., September 3, 1908.

At the State Fair, automobile races were the chief events. We entered two Buick cars in a five-mile race with the Mason, Overland, Ford and Mitchell. Two Buicks and one Mason qualified for the finals. The Mason made quite a showing the first two miles. Then the Buicks came up and finished first and second. Time, 5.45.

No sooner had this race been finished than a stripped Ford, driven by a factory expert, arrived, who had \$30 real money to bet he could beat the Buick. This was immediately accepted and the winning Buick turned around and headed for the wire again. At the end of the first half mile the Buick was in the lead and was never headed, winning by at least a quarter of a mile.

No sooner was this done than the Mason again got up courage and had \$25 to wager that they could beat the Buick. We accepted and the Buick again headed for the wire. After the first half mile the Buick took the lead and was never headed, finishing first by one-eighth of a mile in the remarkable time of 5.40 $\frac{1}{2}$. Time for first mile, 1.10; second, 1.07; third 1.07 $\frac{1}{2}$; fourth, 1.08; fifth, 1.08; only half seconds variation in the last four miles for the race. As a matter of fact, it was the greatest racing event seen in the Northwest.

After the little Buick finished the 15 miles, one could lay the bare hand on the radiator without its feeling uncomfortably warm. She not

only pulled down the purse of \$75, but \$55 additional money; in fact, all the money the Mason and Ford crowd could dig up.

AURORA, NEB., September 8, 1908.

At the county fair the little "WHITE STREAK" made the best time in the only event, a one-mile race. Oldsmobile, Reo, Ford and other cars entered in the race. Nearest car was seven seconds behind.

THE WILBRAHAM, MASS., CLIMBING CONTEST.

Model "10" won event No. 4, and also its class record. The hill was one mile long, average grade $2\frac{1}{2}\%$, steepest grade 22%. Time of event No. 4, 2.15, and class record 2.11.

MASON CITY, IA., September 11, 1908.

Model "10" Buick decisively defeated Ford in match race.

GREENWICH, CONN., September 12, 1908.

Five thousand New York society folks and natives witnessed a hill climbing contest for automobiles on a mile course up the famous Puts Hill to-day. Sixteen cars competed. J. A. Bullard won runabout class in Model "10" Buick.

INDIANAPOLIS, IND., November 18, 1908.

Buick Model "10" defeated one \$4,000 National, two \$2,500 Stoddard-Dayton's, one \$2,750 Haynes, and Soules' Stearns racer. Best time, 1.10.

RICHMOND, VA., October 10, 1908.

Model "10" defeats two Fords and Franklin in ten-mile event A. A. A. meet at Richmond, Va. Time: 16.55 $\frac{1}{2}$.

WHITE PLAINS, N. Y., October 17, 1908.

Westchester County Fair Grounds.

Buick Model "10," E. S. Hessels driving, wins five-mile race for runabouts. 20-H.P. Mitchell finished second, 20 seconds behind the "White Streak." The Maxwell was lapped twice.

SHREWSBURY, PA., September 29, 1908.

Model "10" won ten-mile free-for-all at the Driving Park to-day. Great excitement.

MIDDLETOWN, PA., October 10, 1908.

Model "10" won ten-mile free-for-all, defeating the big Jackson, the Jackson runabout, and two other cars.

MONTREAL, CANADA, September 26, 1908.

Model "10" Buick runabout won five-mile championship of Canada for runabouts selling at \$1,150 and under.



During the Fall Racing Season on Long Island.



Model "F" Touring Car with Top.

GREENVILLE, O., June 1, 1908.

(*Greenville Daily News.*)

Frank Kneble drove Model "F" Buick car from Darlington to Greenville in record time.

STROUDSBURG, PA., June 30, 1908.

Buick Model "F" won gasoline car race; also obstacle race. It was second in another race, defeating Stevens-Duryea.

DENVER, COLO., July 2, 1908.

Model "F" finished endurance run, one of five, with perfect score, of fifteen entered. One hundred and ninety-four miles; mud up to the axles; much enthusiasm.

RICHMOND, VA., October 10, 1908.

Model "F" wins fifty-mile race, with Model "10" second, a six-cylinder Stevens-Duryea third, Maxwell fourth, Oldsmobile fifth. Time: 1.11.44. Wet track.

The Model "F" 22-H.P. two-cylinder Buick touring car was not often entered in contests in 1908 because its merits as a hill-climber and winner of endurance tests are well known. It has won more contests than any American car, is to-day the peer of all two-cylinder cars, will give as many years service as any car on top of earth, and is the most economical family car for people of moderate means.

AMONG THE THOUSANDS OF MODEL "F" VICTORIES, THREE WON IN 1906 WILL LIVE LONG IN THE MEMORY OF THE AUTOMOBILE WORLD, BECAUSE THEY ARE RECORDS FOR TWO-CYLINDER CARS.

They are the famous victory up Dead Horse Hill, Worcester, Mass.; the victory up Giant's Despair Mt., Wilkes-Barre, Pa., and the October 27th Empire City track 100-mile event.

This last event was held before a representative crowd of New York automobile enthusiasts and was second only in importance to the Vanderbilt Cup race among the events of that year. The 22-H.P. two-cylinder stock Buick defeated in this event a 60-H.P. Mercedes, 60-H.P. Matheson, Oldsmobile Vanderbilt Cup racer, 1907 Packard runabout, 1907 Peerless, 40-H.P. Cadillac, and 30-H.P. Cadillac. Time: 2 hours 5 minutes 31 $\frac{3}{5}$ seconds, or an average speed of 50 miles an hour. The engine never stopped during the race.



Easter & Thompson, Who Worked all Night Getting a Model "10" Stock Buick Stripped for the Nassau Sweepstakes, and Were Rewarded by Winning the 100-Mile American Championship for Light Cars.



(*Oregon Daily Journal*, June 24, 1908.)

What is undoubtedly the fastest automobile run ever made from Eugene, Ore., to Vancouver, Wash., was established last week by William Marsha and a party of Vancouver business men, in the former's 1908 Model "5" Buick touring car. They hit only the high spots during the entire 132 miles.

CARRIED OFF HONORS.

KANSAS CITY, MO., June 27, 1908.

The Buick Model "5," 40-H.P., carried off honors in class seven (touring cars \$2,000 to \$3,000). First, Buick, time 1.13 $\frac{2}{5}$; Oldsmobile 1.15, Pope-Hartford 1.17, Corbin 1.17 $\frac{4}{5}$, and Pennsylvania 1.47.

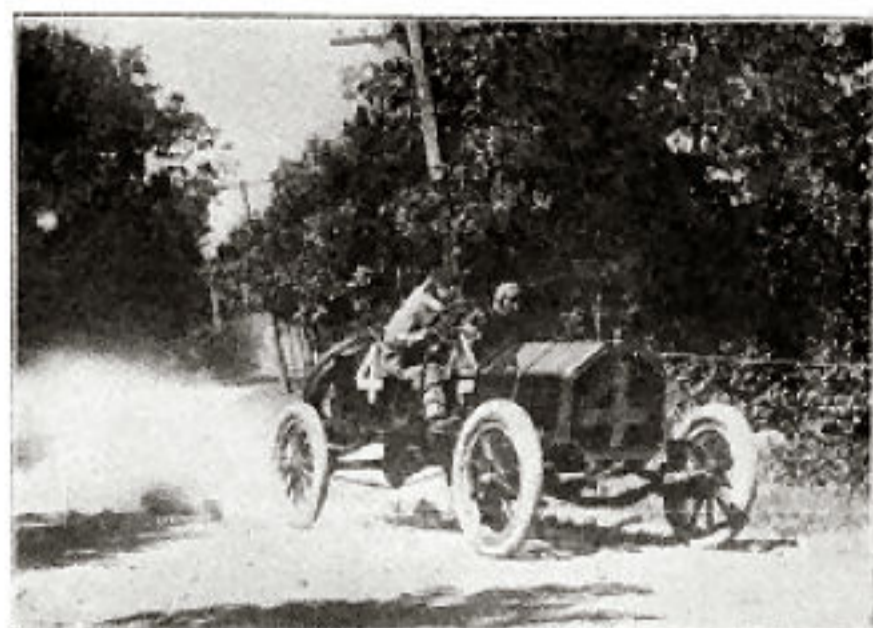
ROCHESTER, N. Y., July 4, 1908.

The Buick Model "5" won first in the \$3,000 and under class. Model "5" Buick also won first in free-for-all class. Other cars were stripped. Buick did not have off body or muffler. There were three Pope-Hartfords in both races. This meet was at Hornell, N. Y., July 4.

SIoux CITY, July 18, 1908.

Model "5" wins twenty-five-mile race. Time: 32 minutes 33 seconds.

Robert Burman of the Buick Motor Company, driving a Buick Model "5" car, left Jackson at 1 o'clock for Detroit, this being the same time the Detroit "Limited" leaves for that city.



It had not been on the Motor Parkway nor had it been tuned up in any way for the race when it crossed the starting line.

At the end of the seventh lap, with only one more to go, Burman threw out his clutch in order to avoid hitting a small car and when he let it in with a slam the strain was terrific, resulting in a clean break of the universal joint housing just back of the clutch. At this time the Sharp Arrow was the only car in the lead and the Buick was 23 minutes ahead of the only Stoddard-Dayton still running and 31 minutes ahead of the Knox.

SUMMARY OF TIME AND POSITION AT FINISH										
No.	Car	1	2	3	4	5	6	7	8	Total
10	Sharp Arrow	34.45	48.15	55.45	58.50	1:02.20	1:05.05	1:14.45	1:20.30	2:13.24
11	Ford	38.30	52.15	57.45	59.00	1:02.20	1:07.05	1:16.45	1:22.30	2:09.15
12	Stoddard-Dayton	50.30	58.00	52.30	58.30	1:02.20	1:07.05	1:16.45	1:22.30	2:09.15
13	Ford	51.40	55.20	51.45	58.45	1:02.20	1:07.05	1:16.45	1:22.30	2:09.15
14	Stoddard-Dayton	52.30	57.20	51.45	58.45	1:02.20	1:07.05	1:16.45	1:22.30	2:09.15
15	Chalmers	53.30	57.15	58.24	58.25	1:02.20	1:07.05	1:16.45	1:22.30	2:09.15
16	Packard	53.25	56.30							

KANSAS CITY, Mo., Oct. 17, '08.

Model 5 won 50-mile track race in 59 minutes, 59 seconds. Fastest mile made in 57 seconds.

Clipping from the Winnipeg Telegram:

"1909" Buick Makes New Canadian Mile Record.

"Buick 1909 Model creates sensation at Winnipeg Auto Club races Saturday, Nov. 7th, 1908, by defeating the stripped Packard and lowering the Canadian mile record of 1:10 made by Walter Christie in Montreal a few weeks ago to 1:08."

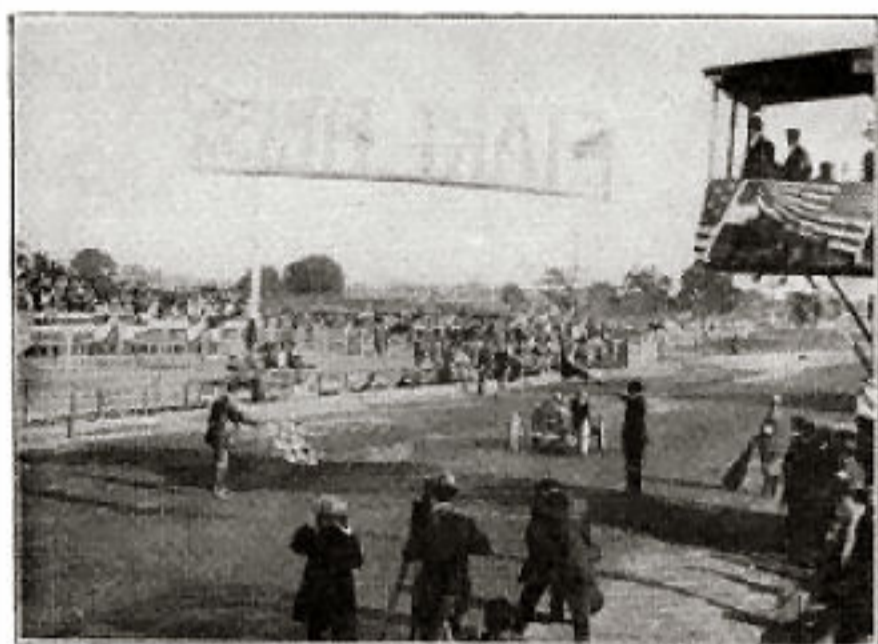
All the leading Automobile State Registration sheets show that more new Buicks have

been sold during the last six months of 1908 than any other make of car.

Illinois—September registrations show 78 Buicks.

Nearest competitor registered 36.

During the panic year 1908 we increased our sales in New York State alone 168%.



Buick Model "10," \$1,000 Stock Runabout finishing the 196-mile Savannah International Light Car race, at 70 miles an hour; defeating all American cars and making the fastest actual running time ever made by any light car in a road race.



To Robert Burman we are indebted for many of the victories recorded in this booklet.

He is a clean-cut, fearless driver.

You will hear more about Buick car victories and Burman in 1909.

“WE
HAVE
THEM
BEATEN
TO
A
FRAZZLE”



OUR
BEST
SALESMEN
ARE
BUICK
OWNERS