

The
BUICK
VALVE
IN-HEAD
MOTOR
TRUCK

BUICK MOTOR COMPANY FLINT MICH. U.S.A.
Pioneer Builders of Valve-in-Head Motor Cars

The Buick Commercial Car

Model D-4

Every appliance which knocks at the door of the commercial world must measure up to the requirements of its field.

It must prove its ability to enter as an asset.

The Buick Motor Truck has made good. It has proven its ability to earn its place on the profit side of the transportation ledger.

It is a product of the largest plant in the world devoted exclusively to the manufacture of motor-driven vehicles. It is the proven result—the highest development—of twelve successive years devoted to the refinement of Valve-in-Head motor cars.

Built solely as a commercial car, Buick Model D-4, equipped with the most powerful self-started, four-cylinder motor of its size in the world is simple, durable, dependable, economical, convenient and powerful.

The Buick Motor Truck is backed by the sterling guarantee of the Buick Motor Company—a guarantee that is your constant insurance of service and satisfaction.

What Valve-in-Head Means to the Business World

Valve-in-Head is not an advertising slogan—it is an engineering principle. It signifies a type of motor—acknowledged the best type of motor by the world's most eminent authorities on gas-driven motors. The Buick Valve-in-Head is the best motor of that type.

The motor in a truck is what the team is to the van or wagon. It represents in money value only about one-fourth of the cost of the truck, but it represents fully three-fourths of the truck's efficiency. Without the basic value afforded by the motor the remainder of the truck's money value is a dead loss or expense. That is why we constantly emphasize the efficiency of the Buick Valve-in-Head motor, and build our truck around it.

The Buick Motor Company guarantees its Valve-in-Head motor will create and deliver to the rear wheels more power, and at a greater economy, than any other type of power ever built of equal size.

Convenient

WHEN we built Model D-4 motor truck, we had just three things in mind—service, economy and dependability. These three qualities in a motor truck carry with them a fourth—that of complete satisfaction. That we have succeeded in building a truck possessing these attributes to a greater extent than we originally contemplated is proven by the hundreds of expressions from their satisfied owners which we receive daily. In these letters we find expressions which form indisputable evidence of efficiency.

Takes Place of Two Wagons

Fred P. Lo Vette, Wholesale Butter and Egg Dealer, writes: "We have driven our Buick delivery truck approximately 25,000 miles. I average from 50 to 60 miles per day, making the truck take the place of two light delivery wagons. The cost of repairs being only nominal. I have been able to make the mileage previously stated by using only two full sets of 35 x 5 tires. I cannot too strongly recommend the Buick Truck."

Economical

THE Buick Commercial car is economical because it possesses a motor which utilizes every ounce of energy in the fuel consumed, and because its sturdy construction gives a guarantee of hard use without frequent trips to the repair shop. There is a wide margin of safety in this truck. It is made to use constantly and can be so used with no danger of delays due to faulty or weak construction. Upkeep expense, even under the hardest usage, has proven a small item in the operation of the truck.

5000 Miles—No Adjustments

Mr. P. J. Osterling, of Butler, Pa., a feed and grain merchant, writes: "In the first seven months I owned this truck it was driven more than 5000 miles. In that time it was driven by three different drivers none of whom had any previous experience. Despite the terrific use to which my truck has been subjected, I have not had it in the repair shop once, nor has there been any adjustment made on the motor. I have not even had the valves ground. In fact, I have never had to lift the hood except to fill the grease cups."

Dependable

THE Buick Truck is dependable, first because it has a dependable motor. The Buick Valve-in-Head motor has proven dependable in untold millions of miles of service and under all conditions of use. The truck has the proven Buick sturdiness throughout. It is made in Buick shops, by men with years of training in the making of Buick cars. It is made of the best materials, which are tested frequently before they enter into the construction of the truck, and during the process of manufacture.

Stranger to the Repair Shop

L. Roy Owens, Manager of the Oswego County Independent Telephone Co., Fulton, N. Y. writes: "The number of miles traveled, 5,560; gasoline consumed, 550 gallons. The total tire expense, \$15.55. The only repair necessary, cleaning the motor at a cost of \$3.15. The tire equipment (35 x 5) we found ample for all requirements, and we can safely say that the present tire equipment is good for an additional twenty-five hundred miles."

Simple

PERHAPS the best idea of the simplicity of this truck may be imparted by stating that the first truck of this model ever built has been in service in Butler, Pa., more than a year;

Does Work of Six Horses

B. H. Stallworth, Monroeville, Ala., writes: "On Nov. 19th, 1913, I put one of your trucks into passenger service here on a run of three miles, meeting four trains daily. It used to take six horses to do the work. Now I do it all with the truck, besides handling nearly twice the passengers. The upkeep of the truck has been less than \$3.00 per month. Would not be without the Buick truck for twice the price I paid for it."

three months under test and nine months in delivery service; and that during this time it has been handled by twelve different drivers—none of whom had any previous automobile experience. In designing this truck, the thought was constantly in mind that it must be made so simple that it could be handled by men totally lacking in automobile experience.

The Buick Warranty

THE MOTOR TRUCKS manufactured by us are warranted to be free from defects in material and workmanship under normal use and service, our obligation under this guaranty being limited to making good at our factory any part or parts thereof which shall, within ninety (90) days after delivery of such vehicle to the original purchaser, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this guarantee being expressly in lieu of all other guaranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any other liability in connection with the sale of our trucks.

The Model D-4 Buick truck is designed to handle and will safely carry a load up to 2,000 pounds, but under no circumstances do we guarantee same against breakage or damage arising, regardless of the load carried, unless the broken or damaged parts upon our examination shall show defects, as provided for in paragraph 1 of this guaranty.

This guaranty shall not apply to any truck which shall have been repaired or altered outside of our factory in any way, so as, in our judgment, to affect its stability or reliability, nor which has been subject to misuse, negli-

gence or accident, nor to any truck which shall have been operated at a speed exceeding the factory rated speed.

We make no guaranty whatever in respect to tires, rims, ignition apparatus, horns or other signalling devices, starting devices, batteries, speedometers or other trade accessories, inasmuch as they are usually guaranteed separately by their respective manufacturers.

The Buick Motor Company reserves the right to make changes or improvements at any time without incurring any obligations to install same on commercial cars previously sold.

Buick Valve-in-Head

*Solve Your
Transportation Problems
with a Buick
D-4 Truck*

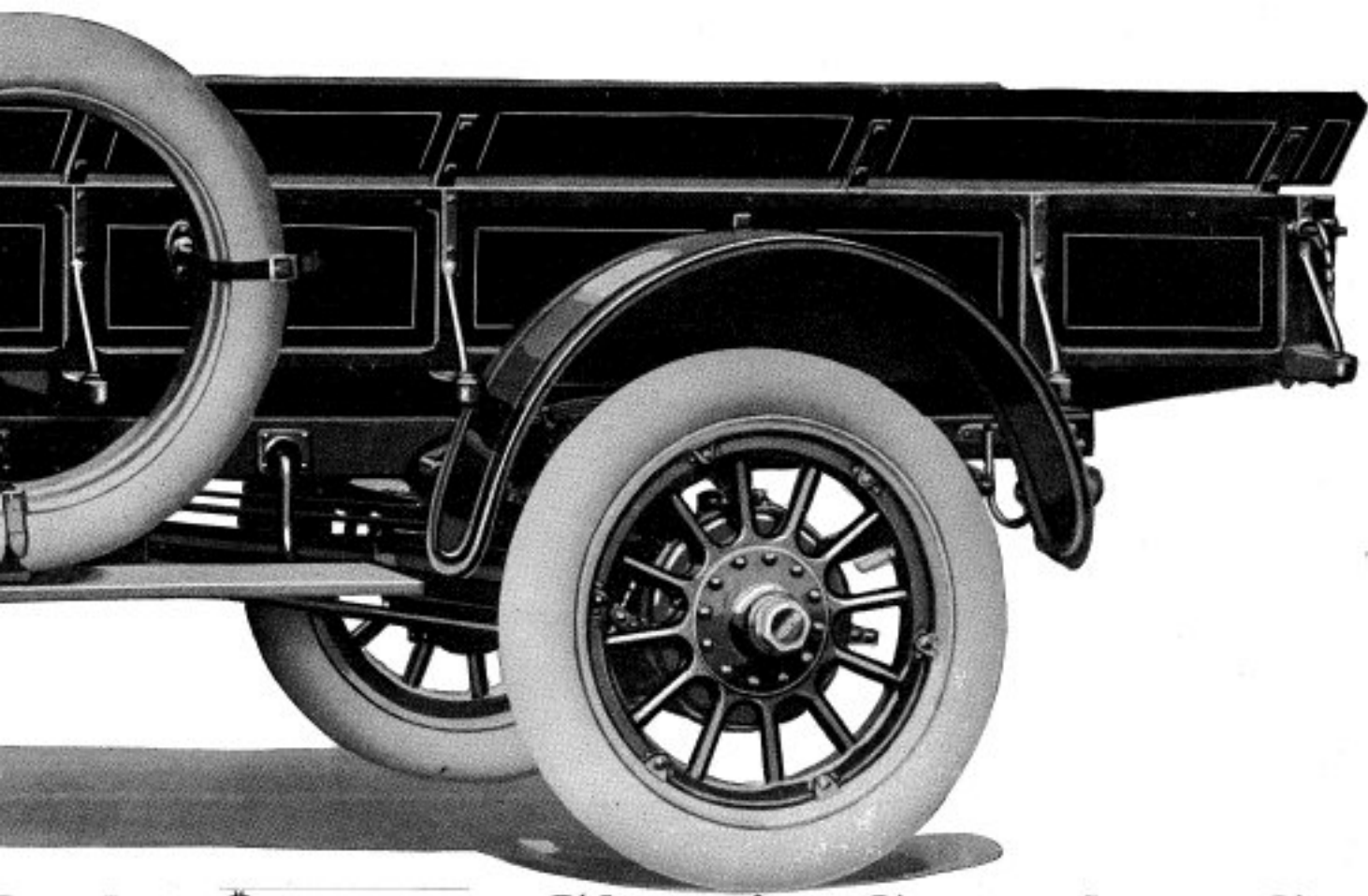


Price, f. o. b. Flint, Including Express

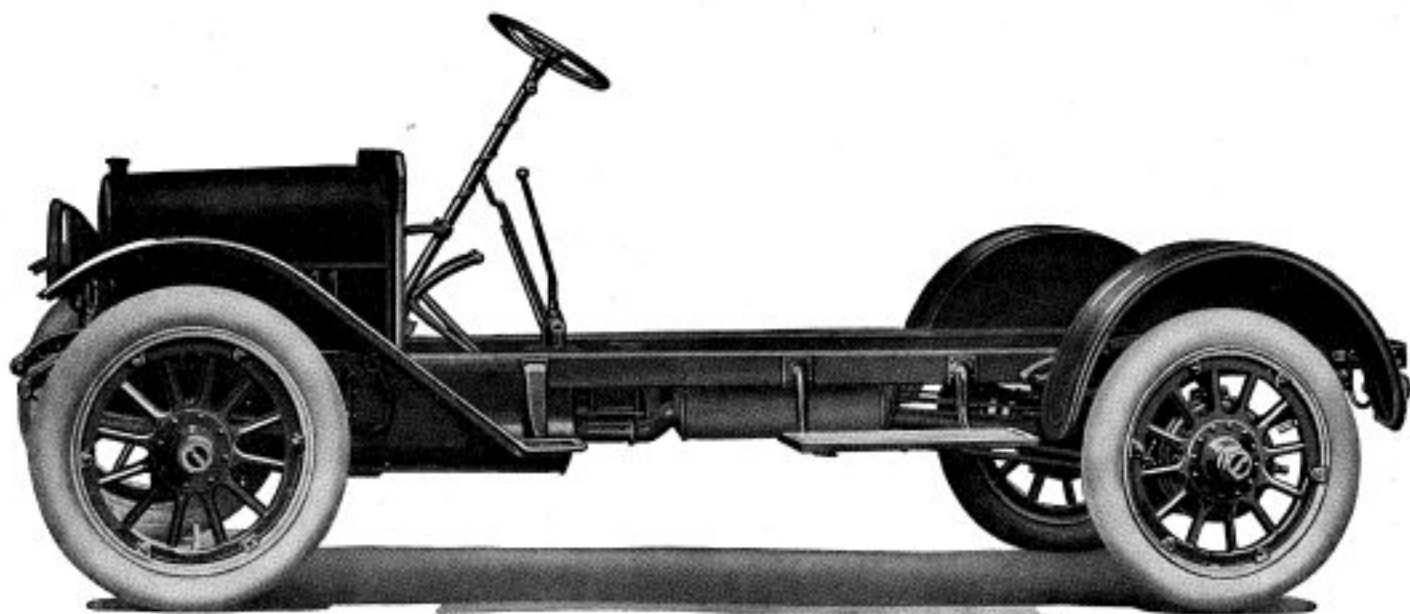
Commercial Car

Capacity 1500 to 2000 Pounds

The Buick Truck is exactly suited for merchants and manufacturers, also for municipal, state and public uses. It costs less to maintain than a team and will do four times as much work. This truck has ample loading space, is electrically lighted and started and embodies all the time-tried and proven Buick Engineering successes



Body, \$1225. Chassis, Complete Car, L



Specifications

BODY—Open express type, with wing boards; lazy-back seat; load space approximately 4x8 feet inside; capacity 1500 lbs.

FRAME—Pressed steel, extra strong; straight on top; bottle necked at front to allow smaller turning radius.

SPRINGS—Front, semi-elliptic; rear, full elliptic.

FRONT AXLE—Drop forged; I-section; integral yokes; cup and cone bearings; drop forged adjustable tie-rod ends and steering spindles.

REAR AXLE—Three-quarter floating type; nickel steel main shafts. Hyatt high duty bearings.

WHEELS—Wood, artillery type; 12 spokes; Baker demountable rims.

TIRES—35x5" pneumatic.

WHEELBASE—122".

TREAD—56" (Standard).

MOTOR—Four-cylinder, four-cycle, Valve-in-Head type; 37 H. P. Motor and transmission mounted on sub-frame, three-point suspension.

CYLINDERS—Semi-steel, cast in pairs.

CRANK SHAFT—Three-bearing, with bronze backed bushings having die cast babbitt linings.

VALVES—Tungsten steel.

PUSH RODS—Adjustable ball end. Rocker arms ball socketed, with felt oil retainers.

COOLING—Water; gear-driven centrifugal pump circulation. Radiator: new style cellular type. Fan: pressed steel driven by flat belt, center distances adjustable, noiseless bearings.

IGNITION—Jump spark, current by Delco generator, which also supplies lights. Spark advance, hand and automatic. Reserve set of dry cells.

STARTER—Improved Delco single-unit system of electrical cranking, lighting and ignition as an integral

part of the motor; complete with combination high-grade ammeter and switch, on dash.

CARBURETOR—Automatic float feed, choker on dash. Fuel, gravity feed from 12-gallon gasoline tank under seat.

LUBRICATION—Constant level, circulating splash system. Gear pump driven by spiral gears from cam shaft; sight feed on dash.

CLUTCH—Cone, leather faced; springs under leather to give easy engagement.

TRANSMISSION—Sliding gear, selective type; three speeds forward, one reverse. Gears, heat-treated nickel steel. Bearings, annular ball on clutch gear and sliding gear shafts; bronze on counter gear shaft.

DRIVE—Bevel gears in rear axle. Gear case, hardened nickel steel; teeth, corrected form, insuring uniform strength in both pinion and bevel gears. Bearings, Hyatt rollers, with ball thrusts. Propeller shaft enclosed. Thrust and torque taken by yoke on end of third member.

BRAKES—Emergency, internal expanding; service, external contracting. Both on rear wheel drums.

STEERING GEAR—Split nut and worm type; semi-irreversible; adjustable ball thrust bearing; one-piece housing. 17" steering wheel, left-hand drive.

CONTROL—Spark and throttle on steering wheel. Foot accelerator. Service brake, clutch and starter operated by pedals. Gear change and emergency brake levers in center of driving compartment.

STANDARD EQUIPMENT—Electric head lights with dimmer; electric tail light; electric trouble lamp with extension. Electric lights controlled from dash. Electric horn. Extra demountable rim; tire pump; complete set of tools.

less Body, Seat and Top, \$1150.