

VALVE-IN-HEAD

Buick

MOTOR CARS

Specifications
for
1915

Nineteen Fifteen

THE BUICK LINE of fours and sixes for nineteen fifteen is the greatest line of Buick cars our organization has ever built. Nineteen fourteen Buick success has been the talk of the Motor world, a reputation merited by an abundance of power, faultless design, perfect performance and efficient Buick service. The six splendid models comprising the Buick line for nineteen fifteen constitutes our guarantee to all buyers of Buick cars—a guarantee of continued satisfaction and an uninterrupted use of their investment.

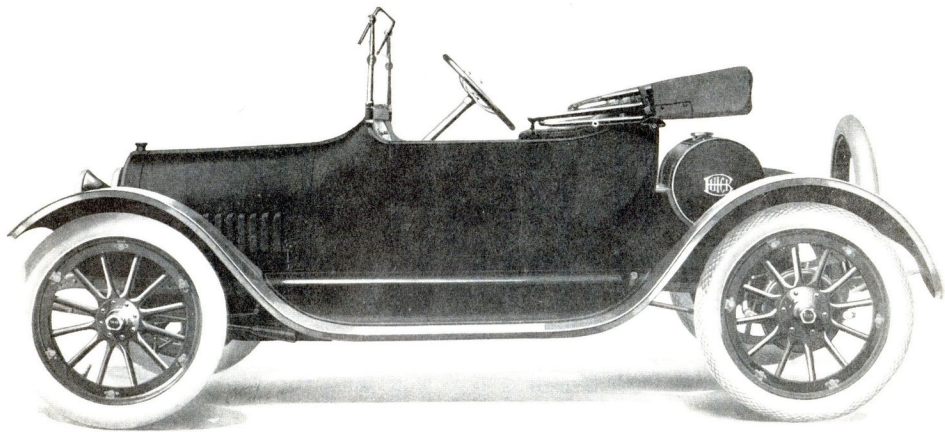
Season after season of continued success has demonstrated the value and pre-eminence of the Buick Valve-in-Head motor. The motor has been the keystone of Buick success for the past twelve years. Searching and exhaustive tests by the world's leading authorities on gas driven motors, supplemented by years of experience on Buick cars, have proven the superiority of the Valve-in-Head motor over all other types. That's why it's found in Buick cars. That's why all Buicks give complete satisfaction.

The illustrations of the nineteen fifteen Buicks on the following pages inadequately portray their beauty. Following closely the lines of their predecessors, each model has been subjected to many important refinements—remodeling the lines here and there, increasing the ease of operation and including every accepted motor refinement of the season that makes for increased efficiency, beauty, dependability and comfort for both operator and passengers and expedites the control of all parts of the car from the driver's seat.

The enormous demand for all Buick models during the past season indicates that even with our increased output for nineteen fifteen, there will be a still greater demand for this season's models and that the supply of available cars will be exhausted early in the season.

Buick Motor Company

Flint Michigan U S A



NINETEEN FIFTEEN BUICK FOUR CYLINDER MODEL C-24

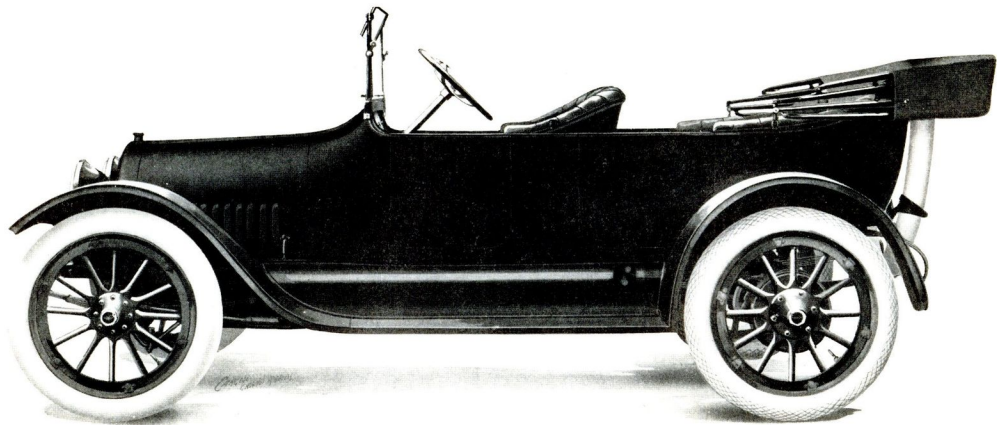
Specifications Model C-24

- BODY**—Two-passenger Roadster type stream line body and hood with deep cowl and instrument board, extra wide doors; 25-gallon gasoline tank.
- FRAME**—Pressed steel, special construction, extra strong; three and one-half inch drop.
- SPRINGS**—High quality spring steel, double heat treated. Front, semi-elliptic; rear, three-quarter elliptic, with scroll ends.
- FRONT AXLE**—Drop forged I-Beam section, with integral yokes; drop forged tie rod ends and steering spindles. Front wheels fitted with large cup and cone ball bearings.
- REAR AXLE**—Three-quarter floating type; heat treated nickel steel axle shafts running on high duty roller bearings; 12-inch brake drums.
- WHEELS**—Wood, artillery type, with demountable rims; large hub flanges. Twelve spokes, front and rear.
- TIRES**—32 x 3 1/2. Plain tires on front wheels, non-skid on rear.
- WHEEL BASE**—106 inches.
- TREAD**—56 inches (60 inches special when desired).
- MOTOR**—Four-cylinder, four-cycle, Valve-in-Head type; cylinders semi-steel, cast in pairs; three bearing crank shaft with bronze backed bushings and die cast babbitt linings. Exceptionally large bearing surfaces; valves tungsten steel; valve mechanism exceptionally quiet. Noiseless ball end adjustable push rods working in ball socketed rocker arms with felt oil retainer. Develops 26 horse power, brake test.
- COOLING**—Water circulated by gear driven centrifugal pump bolted to crank case. Black enamel inlet and outlet water manifolds. Radiator, new style oval, vertical tube and plate type, with large water capacity. Fan (attached to the motor) running on noiseless bearings, driven by flat belt from crank shaft pulley. Center distances of fan pulleys easily adjusted to take up stretch in belt.
- IGNITION**—Jump spark; current supplied by improved Deleo system of increased capacity, 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 circulating splash system, with distributing pipe cast integral with crank case; oil circulated by gear pump. Special flush sight feed on instrument board.
- CLUTCH**—Large leather-faced pressed steel 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 and sliding gear shaft, running on double row annular ball bearings; counter gears running on bronze bearings.
- DRIVE**—Direct to bevel gears in rear axle; nickel steel propeller shaft, fully enclosed, running on high duty roller bearings with ball thrust. 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. Driving strain transmitted directly to frame by specially designed driving rod with ball and socket ends.
- 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**—Improved type, with one-piece housing, 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 electric starter, service brake and clutch; levers for gear changes and emergency brake conveniently located in center of body. Center control.
- FINISH**—Handsomely painted. Body and hood, maroon with carmine stripe. Fenders, black, no stripe. Chassis, black with ivory stripe. Nickel trimmed throughout; 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 and instrument board. Running boards and front floor boards oil treated and linoleum covered with metal bindings.
- STARTER**—The Deleo single-unit system of electrical cranking, lighting and ignition as an integral part of the motor.
- STANDARD EQUIPMENT**—New style electric headlights, with dimmer attachment controlled by switch on instrument board. Current supplied by Deleo self-generating system in connection with large storage battery. Electric tail lamp. Combination electric instrument board and trouble lamp with extension. All lamps black, nickel trimmed; Electric horn; one extra demountable rim (no extra tire); front and rear license plate hangers; new style tire irons in rear; complete set of tools, including jack, pump and tire repair kit; high-grade mohair top with new style inside operating side curtains; dust hood; new style rain vision ventilating windshield. (No allowance will be made for any part of standard equipment omitted by customer's order.) Speedometer furnished at extra charge.

Model C-24 \$900

Fully equipped, except speedometer

F. O. B. Flint, Mich.



NINETEEN FIFTEEN BUICK FOUR CYLINDER MODEL C-25

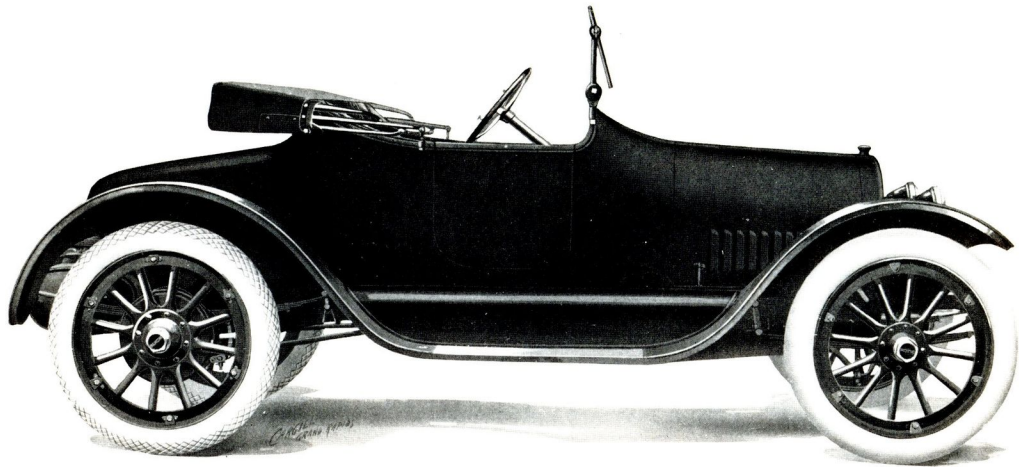
Specifications Model C-25

- BODY**—Five-passenger Touring type; stream line body and hood with deep cowl and instrument board; extra wide doors; gasoline tank capacity, 12 gallons.
- FRAME**—Pressed steel, special construction, extra strong; three and one-half inch drop.
- SPRINGS**—High quality spring steel, double heat treated. Front, semi-elliptic; rear, three-quarter elliptic with scroll ends.
- FRONT AXLE**—Drop forged I-Beam section with integral yokes. Drop forged tie rod ends and steering spindles. Front wheels fitted with large cup and cone ball bearings.
- REAR AXLE**—Three-quarter floating type; heat-treated nickel steel axle shafts running on high duty roller bearings; 12-inch brake drums.
- WHEELS**—Wood, artillery type, with demountable rims; large hub flanges; twelve spokes, front and rear.
- TIRES**—32 x 3 1/2. Plain tires on front wheels, non-skid on rear.
- WHEEL BASE**—106 inches.
- TREAD**—56 inches (60 inches special when desired).
- MOTOR**—Four-cylinder, four-cycle, Valve-in-Head type; cylinders, semi-steel, cast in pairs; three bearing crank shaft with bronze backed bushings and die cast babbit linings. Exceptionally large bearing surfaces; valves, tungsten steel; valve mechanism exceptionally quiet. Noiseless ball end adjustable push rods working in ball socketed rocker arms with felt oil retainer. Develops 26 horse power, brake test.
- COOLING**—Water circulated by gear driven centrifugal pump bolted to crank case. Black enamel inlet and outlet water manifolds. Radiator, new style oval, vertical tube and plate type with large water capacity. Fan (attached to the motor) running on noiseless bearings, driven by flat belt from crank shaft pulley. Center distances of fan pulleys easily adjusted to take up stretch in belt.
- IGNITION**—Jump spark; current supplied by improved Delco system of increased capacity, 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 circulating splash system, with distributing pipe cast integral with crank case; oil circulated by gear pump. Special flush sight feed on instrument board.
- CLUTCH**—Large leather-faced pressed steel 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 and sliding gear shaft running on double row annular ball bearings; counter gears running on bronze bearings.
- DRIVE**—Direct to bevel gears in rear axle; nickel steel propeller shaft fully enclosed, running on high duty roller bearings with ball thrust. 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. Driving strain transmitted directly to frame by specially designed driving rod with ball and socket ends.
- 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**—Improved type with one-piece housing, located on left side; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearings. 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 electric starter, service brake and clutch; levers for gear changes and emergency brake conveniently located in center of body. Center control.
- FINISH**—Handsomely painted. Body, hood and fenders, black, no stripe. Chassis, black with ivory stripe. Nickel trimmed throughout. 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 and instrument board. Running boards and front floor boards oil treated and linoleum covered with metal bindings.
- STARTER**—The Delco single-unit system of electrical cranking, lighting and ignition as an integral part of the motor.
- STANDARD EQUIPMENT**—New style electric headlights with dimmer attachment controlled by switch on instrument board. Current supplied by Delco self-generating system in connection with large storage battery. Electric tail lamp. Combination electric instrument board and trouble lamp with extension. All lamps black, nickel trimmed; Electric horn; robe rail; one extra demountable rim (no extra tire); front and rear license plate hangers; new style tire irons in rear; complete set of tools, including jack, pump and tire repair kit; high-grade mohair top with new style inside operating side curtains and dust hood; new style rain vision ventilating windshield. (No allowance will be made for any part of standard equipment omitted by customer's order.) Speedometer furnished at extra charge.

Model C-25 \$950

Fully equipped, except speedometer

F. O. B. Flint, Mich.

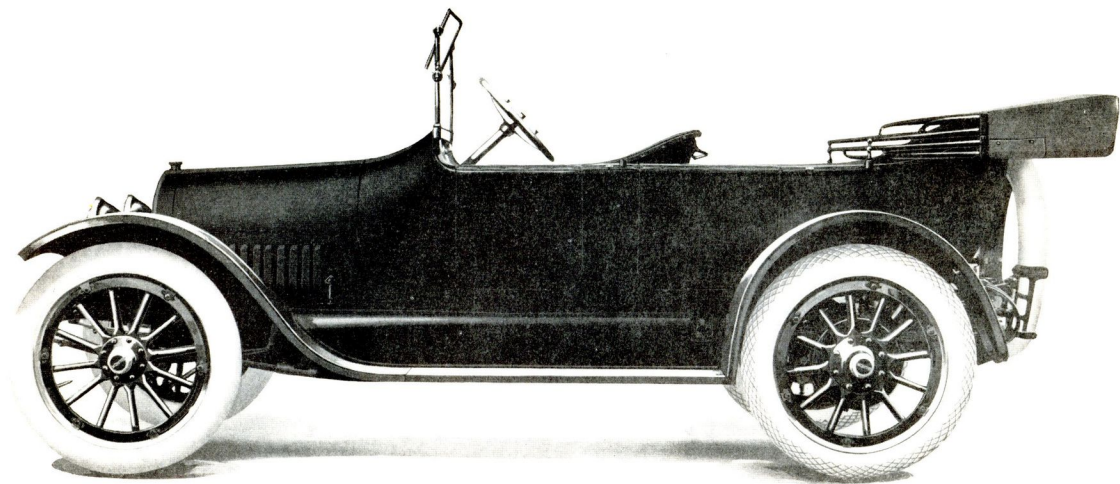


NINETEEN FIFTEEN BUICK FOUR CYLINDER MODEL C-36

Specifications Models C-36, C-38

- BODY**—Two-passenger Roadster type; stream line body and hood with closed compartment in rear having capacity for two tires; instrument board attached to cowl; extra wide undivided seat; wide doors. After September 1st, Crown fenders will be regular on 56-inch tread only.
- FRAME**—Pressed steel, special construction, extra strong; four-inch drop.
- SPRINGS**—High quality spring steel, double heat treated. Front, semi-elliptic; rear, three-quarter elliptic with scroll ends.
- FRONT AXLE**—Drop forged I-Beam section, heat treated with integral yokes; drop forged 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 high duty roller bearings.
- WHEELS**—Wood, artillery type, with demountable rims. Extra large hub flanges. Twelve spokes, front and rear.
- TIRES**—34 x 4. Plain tires on front wheels, non-skid on rear.
- WHEEL BASE**—112 inches.
- TREAD**—56 inches (60 inches special when desired).
- MOTOR**—Three-point suspension unit power plant, four-cylinder, four-cycle, Valve-in-Head type; cylinders, semi steel, cast in pairs. Three bearing crank shaft with bronze backed bushings and die cast babbit linings. Exceptionally large bearing surfaces. Valves, tungsten steel; valve mechanism exceptionally quiet. Noiseless ball end adjustable push rods working in ball socketed rocker arms with felt oil retainer. Develops 37 horse power, brake test.
- COOLING**—Water circulated by gear driven centrifugal pump bolted to crank case. Nickel-plated inlet and outlet water manifolds. Radiator, new style oval vertical tube and plate type with large water capacity. Pressed steel fan running on noiseless bearings, driven by flat belt from cam shaft pulley. Center distances of fan pulleys easily adjusted to take up stretch in belt.
- IGNITION**—Jump spark; current supplied by improved Delco system of increased capacity, which also furnishes current for electric lights and for the electric cranking device; combination hand and automatic spark advance; reserve set of dry cells.
- CARBURETOR**—Automatic float feed supplied by auxiliary gravity feed vacuum system from 20-gallon gasoline tank suspended from rear end of frame.
- LUBRICATION**—Self-contained, constant level circulating splash system, with distributing pipe cast integral with crank case; oil circulated by gear pump; special flush sight feed on instrument board.
- CLUTCH**—Extra large leather-faced pressed steel 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 and sliding gear shaft running on double row annular ball bearings; counter gear running on bronze bearings.
- DRIVE**—Direct to bevel gears in rear axle; nickel steel, heat-treated propeller shaft, fully enclosed, running on high duty roller bearings, with ball thrusts. Differential gears, case hardened nickel steel. Teeth, corrected form, insuring uniform strength in both pinion and bevel gears. Universal joint relieved of all driving and torsional strain by universal bearing of special Buick design on front end of third member.
- 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**—Improved type, with one-piece housing located on left side; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearing; eighteen-inch corrugated steering wheel with inserted aluminum spider; special design horn button located in center of steering wheel. Left drive.
- CONTROL**—Friction-retained spark and throttle levers on top of steering wheel. Independent foot accelerator and muffler cut-out. Pedals for electric starter, service brake and clutch; levers for gear changes and emergency brake conveniently located in center of body. Center control.
- FINISH**—Handsomely painted. Body, hood, and fenders, dark blue with light blue stripe. Chassis, black with ivory stripe. Nickel trimmed throughout. Round front deep-tilt cushions. Upholstered in extra fine quality black leather, over genuine curled hair and deep coil springs. Handsome cowl, extra deep, with instrument board. Dash, three-ply veneer. Running boards and front floor boards specially oil treated and linoleum covered, with heavy aluminum bindings.
- STARTER**—The Delco single-unit system of electrical cranking, lighting and ignition as an integral part of the motor.
- STANDARD EQUIPMENT**—New style electric headlights with dimmer attachment, controlled by switch on instrument board. Current supplied by self-generating system in connection with large storage battery. Electric tail lamp. Combination electric instrument board and trouble lamp with extension. All lamps black, nickel trimmed; electric horn; one extra demountable rim (no extra tire); front and rear license plate hangers; high-grade speedometer; complete set of tools, including jack, pump and tire repair kit; high-grade mohair top with new style inside operating side curtains and dust hood; new style clear vision ventilating windshield. (No allowance will be made for any part of standard equipment omitted by customer's order.)
- Model C-38** same as Model C-36 except with collapsible Cabriolet hand-buffed leather top with adjustable door windows and glass front.

Model C-36 . . . \$1,185 Model C-38 . . . \$1,600
Fully equipped, including speedometer. F. O. B. Flint, Mich.



NINETEEN FIFTEEN BUICK FOUR CYLINDER MODEL C-37

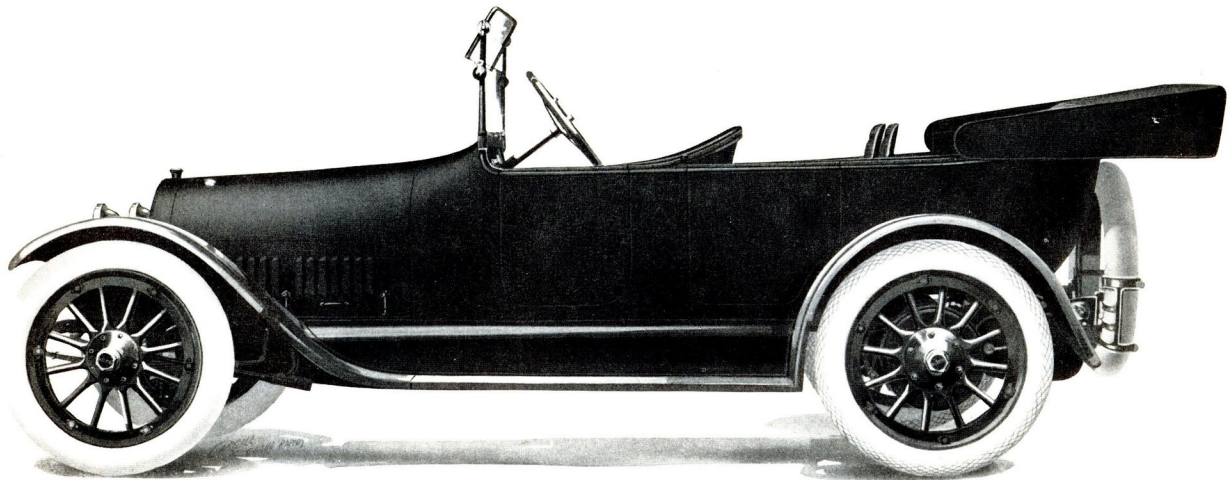
Specifications Model C-37

- BODY**—Five-passenger Touring type; stream line body and hood with instrument board attached to deep cowl; extra wide seats and doors. After September 1st, Crown fenders will be regular on 56-inch tread only.
- FRAME**—Pressed steel, special construction, extra strong; four-inch drop.
- SPRINGS**—High quality spring steel, double heat treated. Front, semi-elliptic; rear, three-quarter elliptic with scroll ends.
- FRONT AXLE**—Drop forged I-Beam section, heat treated with integral yokes; drop forged 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 high duty roller bearings.
- WHEELS**—Wood, artillery type, with demountable rims. Extra large hub flanges. Twelve spokes, front and rear.
- TIRES**—34 x 4. Plain tires on front wheels, non-skid on rear.
- WHEEL BASE**—112 inches.
- TREAD**—56 inches (60 inches special when desired).
- MOTOR**—Three-point suspension unit power plant, four-cylinder, four-cycle, Valve-in-Head type; cylinders, semi-steel, cast in pairs. Three bearing crank shaft with bronze backed bushings and die cast babbit linings. Exceptionally large bearing surfaces. Valves, tungsten steel; valve mechanism exceptionally quiet. Noiseless ball end adjustable push rods working in ball socketed rocker arms with felt oil retainer. Develops 37 horse power brake test.
- COOLING**—Water circulated by gear driven centrifugal pump bolted to crank case. Nickel-plated inlet and outlet water manifolds. Radiator, new style oval vertical tube and plate type with large water capacity. Pressed steel fan running on noiseless bearings, driven by flat belt from cam shaft pulley. Center distances of fan pulleys easily adjusted to take up stretch in belt.
- IGNITION**—Jump spark; current supplied by improved Delco system of increased capacity, which also furnishes current for electric lights and for the electric cranking device; combination hand and automatic spark advance; reserve set of dry cells.
- CARBURETOR**—Automatic float feed, supplied by auxiliary gravity feed vacuum system from 20-gallon gasoline tank suspended from rear end of frame.
- LUBRICATION**—Self-contained, constant level circulating splash system, with distributing pipe cast integral with crank case; oil circulated by gear pump; special flush sight feed on instrument board.
- CLUTCH**—Extra large leather-faced pressed steel 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 and sliding gear shaft, running on double row annular ball bearings; counter gears running on bronze bearings.
- DRIVE**—Direct to bevel gears in rear axle; nickel steel, heat-treated propeller shaft, fully enclosed, running on high duty roller bearings, with ball thrusts. Differential gears, case hardened nickel steel. Teeth, corrected form, insuring uniform strength in both pinion and bevel gears. Universal joint relieved of all driving and torsional strain by universal bearing of special Buick design on front end of third member.
- 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**—Improved type, with one-piece housing located on left side; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearings; eighteen-inch corrugated steering wheel with inserted aluminum spider; special design horn button located in center of steering wheel. Left drive.
- CONTROL**—Friction-retained spark and throttle levers on top of steering wheel. Independent foot accelerator and muffler cut-out. Pedals for electric starter service brake and clutch; levers for gear changes and emergency brake conveniently located in center of body. Center control.
- FINISH**—Handsomely painted. Body, hood, and fenders, black, no stripe. Chassis, black with ivory stripe. Nickel trimmed throughout. Round front deep-tilt cushions. Upholstered in extra fine quality black leather, over genuine curled hair and deep coil springs. Handsome cowl, extra deep, with instrument board. Dash, three-ply veneer. Running boards and front floor boards especially oil treated and linoleum covered, with heavy aluminum bindings.
- STARTER**—The Delco single-unit system of electrical cranking, lighting and ignition as an integral part of the motor.
- STANDARD EQUIPMENT**—New style electric headlights, with dimmer attachment controlled by switch on instrument board. Current supplied by Delco self-generating system in connection with large storage battery. Electric tail lamp. Combination electric instrument board and trouble lamp with extension. All lamps black, nickel trimmed; electric horn; high-grade speedometer; robe-rail and foot rest; one extra demountable rim (no extra tire); front and rear license plate hangers; new style adjustable tire irons in rear; complete set of tools, including jack, pump and tire repair kit; high-grade mohair top with new style inside operating side curtains and dust hood; new style rain vision ventilating windshield. (No allowance will be made for any part of standard equipment omitted by customer's order.)

Model C-37 \$1,235

Fully equipped, including speedometer

F. O. B. Flint, Mich.



NINETEEN FIFTEEN BUICK SIX CYLINDER MODEL C-55

Specifications Model C-55

- BODY**—Seven-passenger Touring type; stream line body and hood with deep cow and instrument board; extra wide seats and doors; large roomy tonneau (the two extra tonneau seats specially constructed to fold neatly against back of front seat when not in use). Crown fenders regular after September 1st.
- FRAME**—Pressed steel, extra heavy construction, with four-inch drop.
- SPRINGS**—Front, semi-elliptic, high-grade spring steel, double heat treated; rear, Buick special cantilever, 3 inches wide and 50 inches long.
- FRONT AXLE**—Drop forged I-Beam section with integral yokes, drop forged 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, running on imported annular ball bearings.
- WHEELS**—Wood, artillery type, with demountable rims. Extra large hub flanges and twelve heavy spokes.
- TIRES**—36 x 4 1/2. Plain tires on front wheels, non-skid on rear.
- WHEEL BASE**—130 inches.
- TREAD**—56 inches (not built in wide track).
- MOTOR**—Three-point suspension unit power plant; six cylinder, four-cycle, Valve-in-Head type. Cylinders, semi-steel, cast in pairs; four bearing crank shaft with bronze backed bushings and die cast babbit linings. Exceptionally large bearing surfaces. Valves, tungsten steel; valve mechanism exceptionally quiet. Noiseless ball end adjustable push rods working in ball socketed rocker arms with felt oil retainer. Develops 55 horse power, brake test.
- COOLING**—Water circulated by gear driven centrifugal pump bolted to crank case. Nickel-plated inlet and outlet water manifolds. Radiator, new style oval vertical tube and plate type with large water capacity. Pressed steel fan running on noiseless bearings, flat 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 improved Delco system, which also furnishes current for electric lights and for the electric cranking device; combination hand and automatic spark advance; reserve set of dry cells.
- CARBURETOR**—Automatic float feed, supplied by auxiliary gravity feed vacuum system from 25-gallon gasoline tank suspended from rear end of frame.
- LUBRICATION**—Self-contained, constant level circulating splash system, with distributing pipe cast integral with crank case; oil circulated by gear pump; special flush sight feed on instrument board.
- CLUTCH**—Extra large leather-faced pressed steel adjustable 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 and sliding gear shaft running on double row annular ball bearings; counter gears running on bronze bearings.
- DRIVE**—Direct to bevel gears in rear axle; nickel steel, heat-treated propeller shaft fully enclosed running on imported annular and double row ball bearings. Differential gears, case hardened nickel steel. Teeth, corrected form, insuring uniform strength in both pinion and bevel gears. Universal joint relieved of all driving and torsional strain by universal bearing of special Buick design on front end of third member.
- 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**—Improved type, with one-piece housing located on left side; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearing; nineteen-inch corrugated steering wheel, with inserted aluminum spider; special design horn button located in center of steering wheel. Left drive.
- CONTROL**—Friction-retained spark and throttle levers on top of steering wheel. Independent foot accelerator and muffler cut-out. Pedals for starter, service brake and clutch; levers for gear changes and emergency brake conveniently located in center of body. Center control.
- FINISH**—Handsomely painted. Body, hood, and fenders, black, no stripe. Chassis, black with ivory stripe. 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 single-unit system of electrical cranking, lighting and ignition as an integral part of the motor.
- STANDARD EQUIPMENT**—New style electric headlights, with dimmer attachment, controlled by switch on instrument board. Current supplied by Delco self-generating system in connection with large storage battery. Electric tail lamp. Combination electric instrument board and trouble lamp with extension. All lamps black, nickel trimmed; motor driven electric horn; high-grade speedometer; robe-rail and foot rest; one extra demountable rim (no extra tire); front and rear license plate hangers; new style adjustable tire irons in rear; complete set of tools, including jack, pump and tire repair kit; high-grade mohair top with new style inside operating side curtains and dust hood; new style rain vision ventilating, windshield. (No allowance will be made for any part of standard equipment omitted by customer's order.)

Model C-55 \$ 1,650

Fully equipped, including speedometer

F. O. B. Flint, Mich.

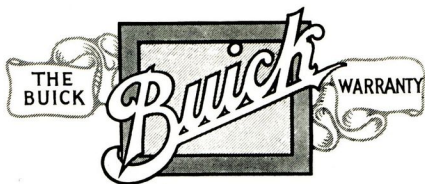
Buick Factory Service at your door

EVERY Buick owner is entitled to and will receive prompt and efficient service—the kind that will insure him the motoring pleasure he expects. No matter where you go—or where you are going—there is a Buick Branch or a Buick Dealer close at hand.

Atlanta..... Buick Motor Company, 241-243 Peachtree Street
 Battle Creek..... Buick Motor Company, 84 West Main Street
 Boise, Idaho... Randall-Dodd Auto Company, 1119-1123 Main Street
 Boston..... Buick Motor Company, 15 Lawton Street
 Buenos Ayres, Argentine Republic... G.M.Ex.Co., 2046 Humberto Primo
 Buffalo..... Buick Motor Company, 1094-1100 Main Street
 Charlotte, N. C..... C. C. Coddington, 209 South Church Street
 Chicago..... Buick Motor Company, 2031 Calumet Avenue
 Cincinnati..... Leyman-Buick Company, 630-634 Walnut Street
 Cleveland..... The Ohio Buick Company, 1730-1738 Euclid Avenue
 Dallas..... Buick Automobile Company, 1008-1010 Commerce Street
 Denver..... MacFarland Auto Company, 25 Colfax Avenue
 Detroit..... Buick Motor Company, 750 Woodward Avenue
 Indianapolis..... Buick Motor Company, 363-365 N. Illinois Street
 Kansas City, Mo... Buick Motor Co., Admiral Blvd. and McGee Street
 Lincoln, Neb.... Nebraska-Buick Auto Company, 13th and P Streets
 Little Rock, Ark... Arkansas-Buick Auto Company, 1118 Main Street
 London, England... General Motors (Europe) Ltd., 136 Longacre
 Los Angeles..... Howard Auto Company, Olive and Tenth Streets
 Louisville, Ky..... Leyman Motor Co., Brook St. and Broadway
 Madison, Wis.... Hokanson Automobile Co., 16-20 East Doty Street
 Milwaukee..... Buick Motor Company, 156-160 Wisconsin Street
 Minneapolis... Pence Automobile Company, 800-804 Hennepin Avenue
 New Orleans... Jos. Schwartz Company, Ltd., 544-550 Barrone Street
 New York City... Buick Motor Company, 55th Street and Broadway
 New York City... General Motors Export Company, No. 11 Broadway
 Oklahoma City... Buick Motor Co. of Oklahoma, 504-506 N. Broadway
 Omaha... Nebraska-Buick Auto Company, 1912-1916 Farnum Street
 Paris, France.... General Motors Export Co., No. 50 Rue Ferdinand
 Philadelphia... Buick Motor Company, 235-237 North Broad Street
 Pittsburgh... Buick Motor Company, Baum Street and Euclid Avenue
 Portland, Ore.... Howard Auto Company, 14th and Davis Streets
 Rochester, N. Y.... C. L. Whiting, 342 East Avenue
 Saginaw..... Garber-Buick Company, Janes and Baum Streets
 St. Louis, Mo.... Vesper-Buick Auto Company, 3205-3207 Locust Street
 Salt Lake City... Randall-Dodd Auto Co., 53 West 4th South
 San Antonio, Texas... Buick Auto Company, Avenue C and Travis Street
 San Francisco... Howard Auto Company, 523-533 Golden Gate Avenue
 Seattle, Wash.... Northwest-Buick Co., 802 East Pike Street
 Shreveport, La.... Bernstein Brothers, 1322-1328 Texas Avenue
 Sioux City..... Nebraska-Buick Auto Co., 313-315 Douglas Street
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IN ORDER to avoid misunderstandings, we desire our patrons to clearly understand that our guarantee is in respect to defective material only. It is limited to twelve months from the date of delivery of car, and though during that time we supply free of charge the necessary replacements, the time, labor and any other expenditures incurred are, in all cases, charged for. We do not assume any contingent liability, nor do we accept any responsibility in connection with tires, ignition apparatus and trade accessories, such as lamps, generators, speedometers, etc., which are guaranteed by the manufacturers of same. Where claims are made in respect to faulty material, the parts complained of must be returned to us, charges prepaid, for our inspection.

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