

The Buick for 1916

**BUICK VALVE-IN-HEAD
MOTOR CARS ENTER
THEIR FOURTEENTH
SEASON *of* SUCCESS-
FUL MANUFACTURE**

**BUICK PLEASURE
CARS *for* 1916
WILL BE CONFINED
EXCLUSIVELY *to* SIX
CYLINDER MODELS**

PRESENTED BY
ORRIN W. FAUTH

#1

The Buick for 1916

A NNOUNCEMENT by the Buick Motor Company that its 1916 product is to be confined to six-cylinder models exclusively supplies a complete and satisfying answer to the most insistent demand of present day motorists—*the demand for more power.*

For two seasons Buick sixes have been in service, and it is the unanimous verdict of the thousands of users who have driven these Buicks that nothing but a six will supply the requisite amount of power, smoothly and evenly delivered, that is required to meet the universal motoring need.

Thousands of Buick users have proven, through two full seasons of use and through untold millions of miles of driving, that the Buick six-cylinder Valve-in-Head motor yields the utmost in motoring pleasure that it is possible for a motor car to give. This great service-proven fact is the sole basis for the Buick Motor Company's determination to confine its 1916 product to six-cylinder cars.

The 1916 Buick Valve-in-Head sixes carry into another season that great motor principle which a quarter of a million users have proven correct and superior under every conceivable condition of motor car service. For this season this motor, unchanged in principle but refined and improved in numerous

Sixes Exclusively

details, supplies the basic value in what we firmly believe is the best line of motor cars ever marketed.

By confining our output to sixes exclusively we are able to bring about many manufacturing economies which insure better cars for less money. The immense Buick factory organization is now concentrated upon the production of a single motor in two sizes, and the result is the creation of an entirely new standard in motor car values.

The new Buick sixes are complete in every detail. In beauty of line and finish they will not be surpassed by any car at any price. Every feature of our previous sixes which usage and experience confirmed is continued in the new line and every improvement of established merit added.

In this folder are photographic illustrations of the new Buicks, and specifications describing them in detail. These photographs and specifications are worthy of the most critical study of all those who contemplate the purchase of a motor car. They tell a story of proven, established merit. They reveal a new high level of motor car values.

BUICK MOTOR COMPANY

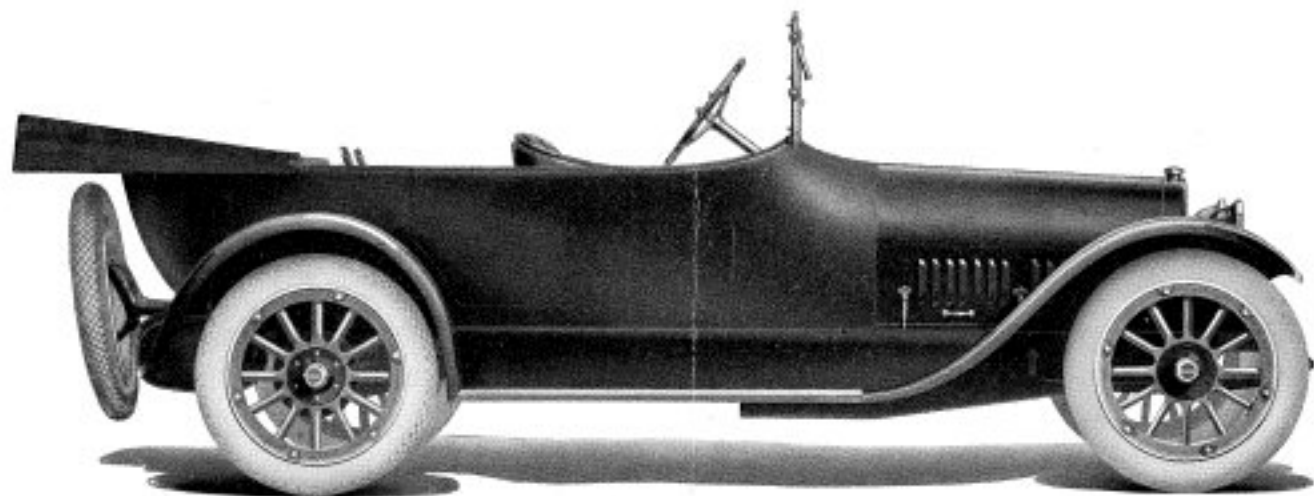
Pioneer Builders of Valve-in-Head Motor Cars

Largest exclusive Builders of Sixes in the World

FLINT, MICHIGAN, U. S. A.

Branches in all principal cities

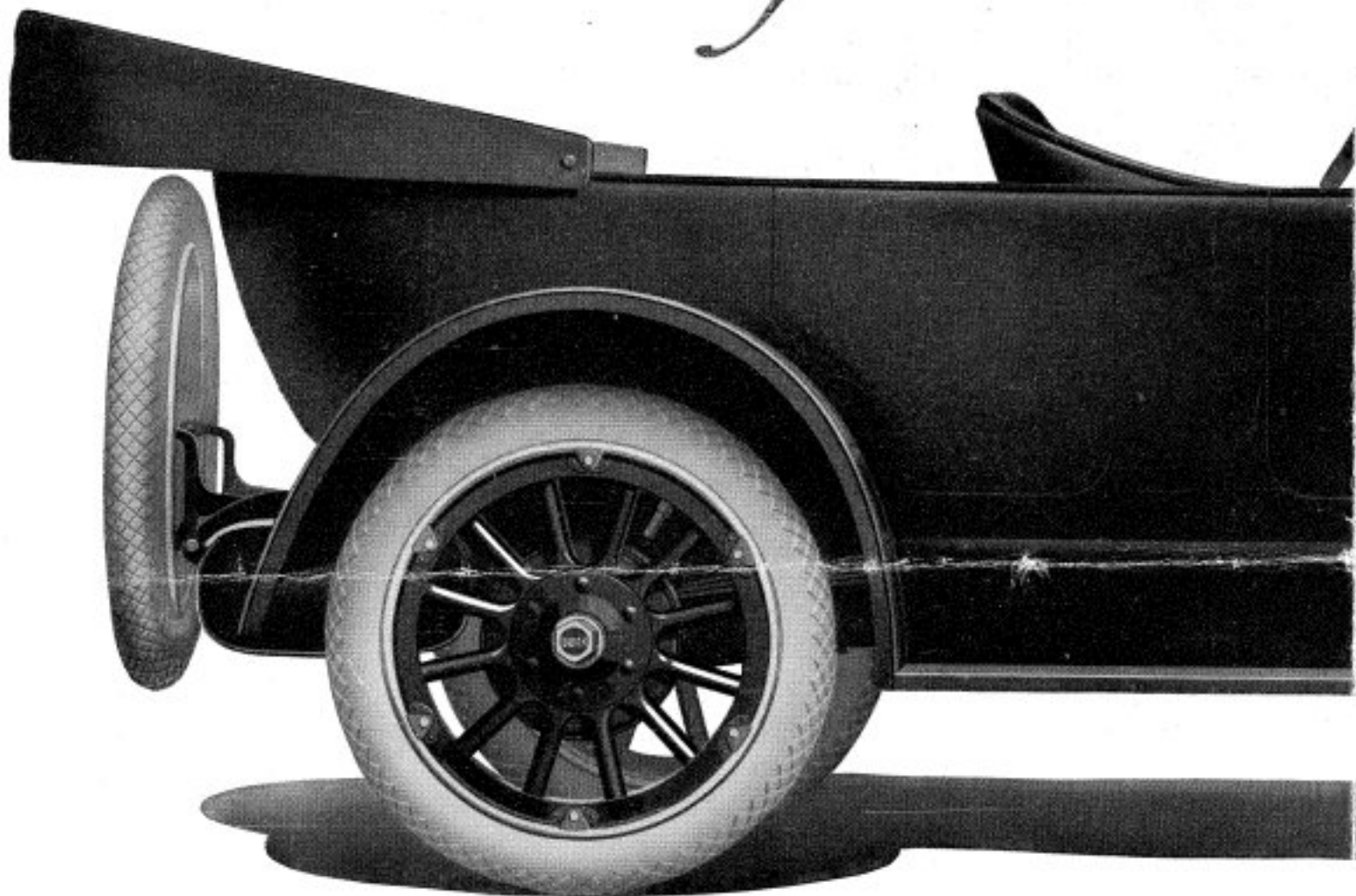
Dealers everywhere



Buick Valve-in-Head Seven-passenger, Six-cylinder Touring car, Model D-55
Price, completely equipped, f. o. b. Flint \$1485

This, the third season for this model of the Buick, finds Buick ideals in motor car manufacture, and Buick Valve-In-Head principle of motor construction brought to their highest development and refinement. In this car are combined all the essentials for perfect motoring pleasure. First, there is that abundance of power which only the Buick Valve-In-Head Motor insures. Then there is a grace of line and finish which stamp this car as a motor car beauty. Buick construction insures the utmost of "under the floor" value in workmanship and material. Nothing is lacking to make this car ideal from every possible view point.

The Buick for 1916.



The above is an accurate photographic illustration of a six-cylinder touring car, Model D-45. No other car offers as great value, dollar for dollar, as the Buick.

The Buick Motor Company's product for the 1916 season embraces the best and most complete line of motor cars the Buick company ever marketed—two chassis, six bodies, comprising two roadsters, two touring cars, a coupe and a sedan. These diversified models fully meet the demands for all motoring conditions.

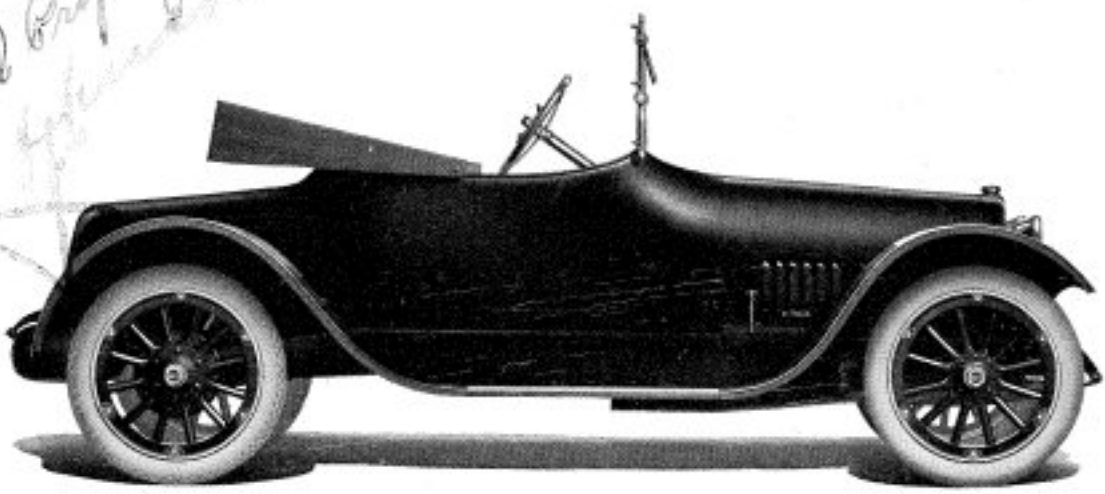
Sixes Exclusively



Illustration of the Buick five-passenger, six-cylinder motor car at any price insures its owner the Buick Valve-in-Head Six for nineteen-sixteen.

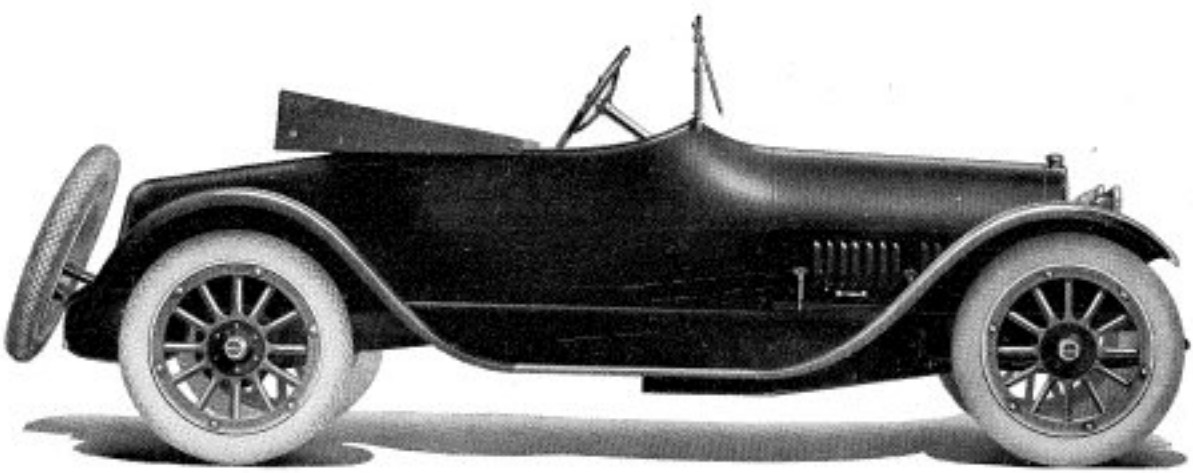
Models D-44 and D-45, a roadster and touring car—equipped with the Buick Valve-in-Head six-cylinder motor, 45 horse power. In these models Buick design reaches its highest development, and Buick construction and motor principle their most complete expression. (See complete specifications and prices on page 8.)

Personal Property of
John D. ...



Buick Valve-in-Head Six-cylinder Roadster, Model D-44
Price, completely equipped, f. o. b. Flint \$950

This smaller Buick roadster, introduced this season, is the companion car to the touring models illustrated in the center of this sheet. It is magnificent in appointment and finish, with a 45 horse power, six-cylinder, smooth, vibrationless, Valve-In-Head Motor. It offers the greatest possible motor value to those who demand the last word in style, finish, comfort, economy and power.



Buick Valve-in-Head Six-cylinder Roadster, Model D-54
Price, completely equipped, f. o. b. Flint \$1450

This roadster is the successor to the "Big Six" Buick roadster which created such a stir in the motor world last season. It is built on the same chassis as the big Buick touring car, with Valve-In-Head Buick motor of 55 horse power, and in both construction and appearance will rank with any car at any price.

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Specifications—Buick 1916 Models—Sixes Exclusively

BODY—D-44—Roadster type; stream line body and hood, with deep cow and instrument board.

BODY—D-45—Five-passenger Touring type; stream line body and hood, with deep cow and instrument board; extra wide seats and doors.

FRAME—Reinforced pressed steel, extra heavy, with 3½-inch drop, with exceptionally deep side members.

SPRINGS—Alloy Steel, double heat-treated; Front, semi-elliptic; Rear, Buick special floating cantilever, 8½ inches wide and 46 inches long.

FRONT AXLE—Drop forged I-beam section with integral yokes, drop forged tie rod ends and steering spindles, all double heat-treated. Front wheels fitted with extra large cup and cone ball bearings.

REAR AXLE—Full-floating type with double row ball bearings throughout. In the full-floating type of axle the weight of the car is carried on the housing, the live axle shaft simply transmitting rotation to the rear wheels. The driving pinion and ring gear with which it engages are the spiral type, specially cut, insuring unusually smooth action and reducing friction.

WHEELS—Wood, artillery type, with demountable rims. Extra large hub flanges and twelve heavy spokes.

TIRES—35" x 49". Non-skid on rear wheels; plain on front.

WHEELBASE—115 inches.

TREAD—36 inches (60 inches if desired).

MOTOR—Three-point suspension unit power plant; six-cylinder, four-cycle, Valve-in-Head type. Cylinders, semi-steel; 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 retainers. Develops 45 horse power.

COOLING—Water, circulated by gear-driven centrifugal pump bolted to crank case. Nickel plated inlet and outlet water manifolds. Radiator, new style cellular 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.

CARBURETOR—Automatic float feed with concentric float, supplied by auxiliary gravity feed vacuum system from 16-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 aluminum adjustable cone of special design. Expanders under leather to prevent harsh action. Controlled by brake, insuring quiet and easy gear shifting.

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 spiral bevel gears in rear axle; nickel steel, heat-treated propeller shaft fully enclosed, running on annular and double row ball bearings. Differential gears, double heat-treated nickel steel. Universal joint relieves all driving and torsional strain by universal bearing of Buick design on front end of third member.

BRAKES—Emergency, internal expanding; service, external contracting. Very effective and positive, but entirely eliminating dragging and grabbing; anti-rattling; easily adjustable for wear.

STEERING GEAR—Left-hand drive, improved type, with one-piece housing; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearing; eighteen-inch corrugated steering wheel with inserted spider; special design horn button located in center of steering wheel.

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. Model D-44—Body and Hood, delft blue; Chassis, Fenders and Skirts, black; Wheels, vermilion with black stripe. Model D-45—Body and Hood, blue-black; Fenders, Skirts and Chassis, black; Wheels, dark green with black stripe. Deep cushions, luxuriously upholstered in genuine black leather, curled hair and deep coil springs. Running boards, floor boards and treated, lacquer covered aluminum bound.

STARTER—The 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 instrument board.

STANDARD EQUIPMENT—New style, double-bulb electric headlights, 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 on touring car; one extra demountable rim; front and rear license plate hangers; new style adjustable tire carrier in rear on Model D-45; space provided for extra tire and rim in baggage compartment in rear of body on D-44; complete set of tools, including jack, pump and tire repair kit; high-grade mohar one-man top with new style inside-operating side curtains folding under top; 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 D-44, fully equipped, F. O. B. Flint, Michigan \$930

MODEL D-45, fully equipped, F. O. B. Flint, Michigan \$985

BODY—D-54—Roadster type; stream line body and hood with deep cow and instrument board; compartment in rear for luggage.

BODY—D-55—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 folding tonneau seats are of the disappearing type, folding in recess in back of front seat when not in use.

FRAME—Reinforced pressed steel, extra heavy, with four-inch drop, with exceptionally heavy side members.

SPRINGS—Alloy steel, double heat-treated. Front, semi-elliptic; Rear, Buick special floating cantilever, 8 inches wide and 50 inches long.

FRONT AXLE—Drop forged I-beam section with integral yokes, drop forged tie rod ends and steering spindles; all double heat-treated. Front wheels fitted with extra large cup and cone ball bearings.

REAR AXLE—Full-floating type with double row ball bearings throughout. In the full-floating type of axle the weight of the car is carried on the housing, the live axle shaft simply transmitting rotation to the rear wheels. The driving pinion and ring gear with which it engages are the spiral type, specially cut, insuring unusually smooth action and reducing friction.

WHEELS—Wood, artillery type, with demountable rims. Extra large hub flanges and twelve heavy spokes.

TIRES—35" x 49½". Non-skid on rear wheels; plain on front.

WHEELBASE—130 inches.

TREAD—36 inches (not built in wide tread.)

MOTOR—Three-point suspension unit power plant; six-cylinder, four-cycle, Valve-in-Head type. Cylinders, semi-steel; 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 retainers. Develops 55 horse power.

COOLING—Water, circulated by gear-driven centrifugal pump bolted to crank case. Nickel plated inlet and outlet water manifolds. Radiator, new style cellular 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.

CARBURETOR—Automatic float feed with concentric float, 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 aluminum adjustable cone of special design. Expanders under leather to prevent harsh action. Controlled by brake, insuring quiet and easy gear shifting.

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 spiral bevel gears in rear axle; nickel steel, heat-treated propeller shaft fully enclosed, running on annular and double row ball bearings. Differential gears, double heat-treated nickel steel. Universal joint relieves all driving and torsional strain by universal bearing of Buick design on front end of third member.

BRAKES—Emergency, internal expanding; service, external contracting. Very effective and positive, but entirely eliminating dragging and grabbing; anti-rattling; easily adjustable for wear.

STEERING GEAR—Left-hand drive, improved type, with one-piece housing; semi-irreversible; split nut and worm type; fully adjustable; ball thrust bearing; nineteen-inch corrugated steering wheel with inserted spider; special design horn button located in center of steering wheel.

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 and Hood, Royal green with black stripe. Chassis, Fenders and Skirts, black. Wheels, on D-54, natural wood finish; on D-55, Royal green. Nickel trimmed throughout. Deep cushions, luxuriously upholstered in extra fine black leather over genuine curled hair and deep coil springs. Running boards and floor boards oil treated, lacquer covered, aluminum bound.

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 instrument board.

STANDARD EQUIPMENT—New style, double-bulb electric headlights, 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 on touring car; one extra demountable rim; front and rear license plate hangers; new style adjustable tire carrier in rear; complete set of tools, including jack, pump and tire repair kit; high-grade mohar one-man top with new style inside-operating side curtains folding under top; dust hood; new style rain-vision ventilating windshield on Model D-55 and new style one-piece ventilating windshield on Model D-54. (No allowance will be made for any part of standard equipment omitted by customer's order.)

MODEL D-54, fully equipped, F. O. B. Flint, Michigan \$1450

MODEL D-55, fully equipped, F. O. B. Flint, Michigan \$1485

Buick Closed Cars

The D-46 is a hardtop coupe with ample seat room to accommodate three passengers, and is mounted on the same chassis as the D-45. The back quarter and top are of the best grade, long grain, height finish mahogany; the top breaks directly behind the doors and folds back, making an ideal closed or open car for all seasons. The body is upholstered throughout in the finest quality of water-proof, light colored automobile cloth, which will wear equally as well as high grade leather. Windows, which are fitted with silk curtains, are all heavy crystal plate. Doors and windows are all weather-proof construction. In the windshields, the upper portion is double, providing clear vision and protection when raining. Lower portion swings inward to provide ventilation. The lower panels are finished in Calumet green; the upper panels are black; chassis, black with green wheels. Finish

and equipment throughout are of the best possible quality. Dome light is furnished in addition to standard lighting equipment.

Price, fully equipped, F. O. B. Flint, Michigan \$1520

The D-47 is an inside-drive, five-passenger Sedan; is of the same high-grade quality and finish throughout as the D-46. There is seating capacity for five persons, rear seat accommodating three. Two front seats are individual type with passageway between. Right hand front seat revolving on passenger may face front or rear. Two interior quarter lights are included with standard equipment. Price, fully equipped, F. O. B. Flint, Michigan, \$1875.

Models D-46 and D-47 are both built on the stuffer chassis as used in Models D-44 and D-45. If interested in closed cars, send for complete literature on these two models.