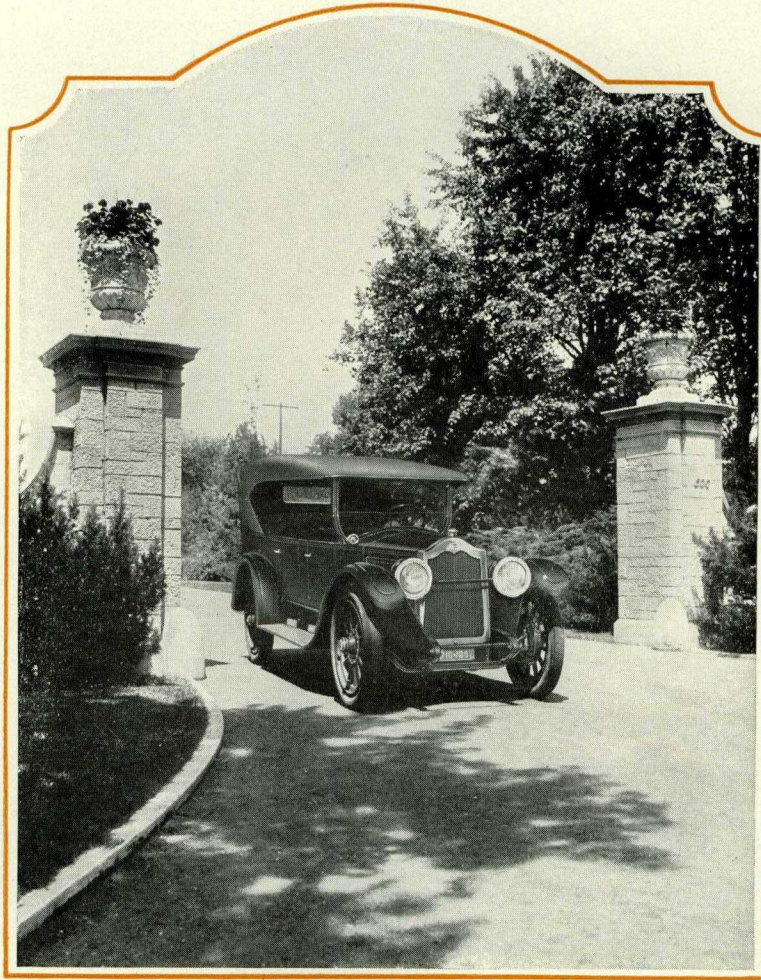


# Buick

FOR NINETEEN  
TWENTY-FOUR



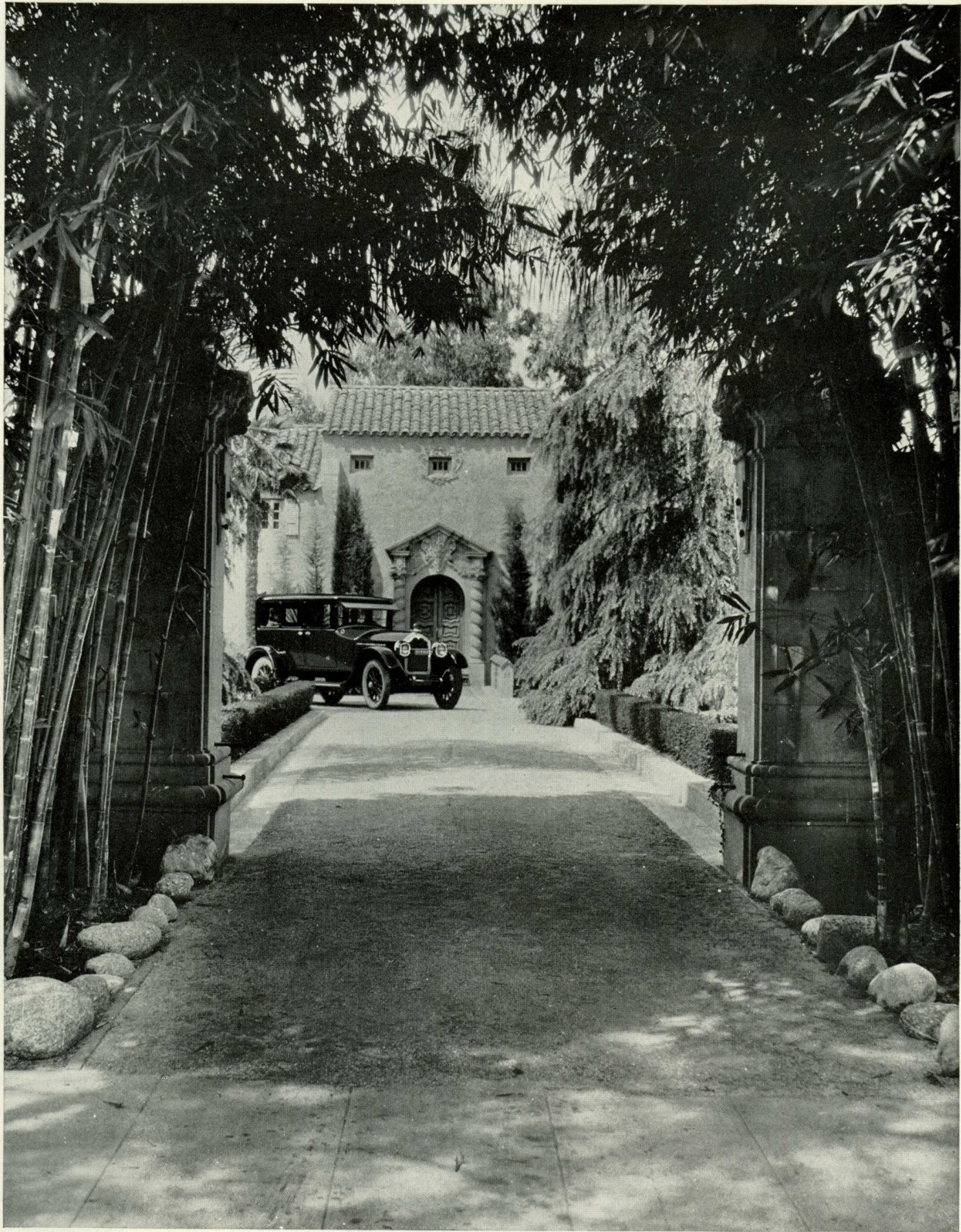
# B u i c k



B U I C K M O T O R C O M P A N Y

*Division of General Motors Corporation*

FLINT, MICHIGAN, U.S.A.



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**F**OR many years past Buick has been accepted as the Standard of Comparison. Already Buick is well on its way toward the two million mark in production, and each season, as the refinement of the Buick car develops and more motorists become familiar with its excellence, the demand increases steadily and surely.

Each year brings with it substantial improvements in the mechanism, the appearance and the comfort of Buick cars, so much so that Buick is commonly a whole year in advance in design and serviceability.

The new Buick models for 1924 will be a revelation even to those who have followed Buick development in the past. Some of the engineering advances which these cars offer to the motorist prove, better than anything else can do, that Buick has looked ahead two or three years into the automobile future.

Bear in mind, when you are inspecting these new cars, that they are brand new automobiles from beginning to end. They have a new engine, new four-wheel brakes, new frame, new body, new fenders, new radiator. They offer greater possibilities in speed, in power, in flexibility, and they give much more in comfort, in beauty, and in safety.

In short, these fourteen new Buick cars represent the type of advancement for which the motorist is seeking,

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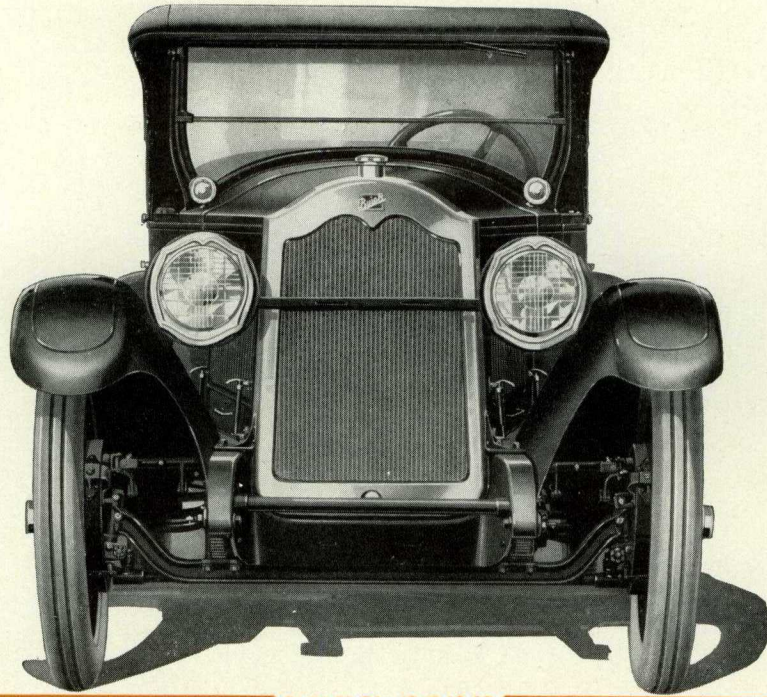
because the improvements which are found in them are the result of scientific research and not simply a number of changes that have been made for the sake of having something new to offer.

In pioneering the new four-wheel brakes, Buick is following the same policy as when it adopted the Valve-in-Head principle of motor design. There can be no more doubt about the correctness of the principle of the Buick four-wheel brakes than there is of that of the Buick Valve-in-Head motor. In both cases, also, it is the application of the principle for everyday use that requires designing and manufacturing skill, and the four-wheel brakes have been incorporated into the Buick car with as much simplicity and success as the Valve-in-Head principle has been developed in its engine.

The other improvements are as constructive as that just described, and together they give to the Buick owner a remarkable series of advantages that are not to be had elsewhere. Each improvement has been matured and developed for many months in the Buick engineering laboratories and in the great laboratories of the General Motors Corporation, and all are offered to motorists with the same assurance and the same sincerity as the successful Buick models of the past.

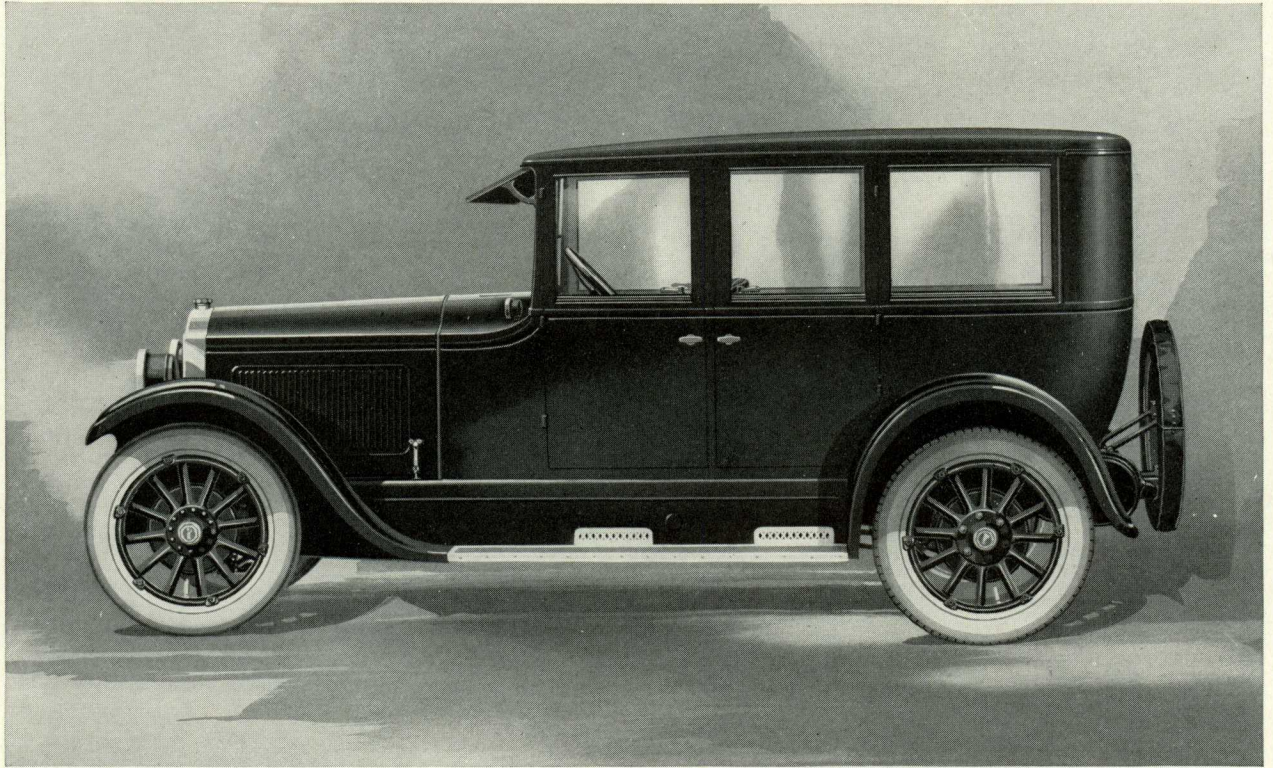
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## The New Buick, Front View

*THE most trying test of motor car beauty is a straight-on front view of the car. Here is such a view of a Buick car of the 1924 series, which is typical of all Buick models for the present season. Collectively, the various units form a complete and pleasing combination; individually, each is designed in perfect taste and harmony with the remainder. The new Buick radiator; the gently sloping hood; the Buick type head and cowl lamps; the smoothly moulded fenders; the lines of top and windshield; the polished nickeled parts and the sturdy chassis construction unite to give an impression of high quality and great serviceability.*



THE BUICK MODEL 24-SIX-41  
FIVE-PASSENGER DOUBLE-SERVICE SEDAN

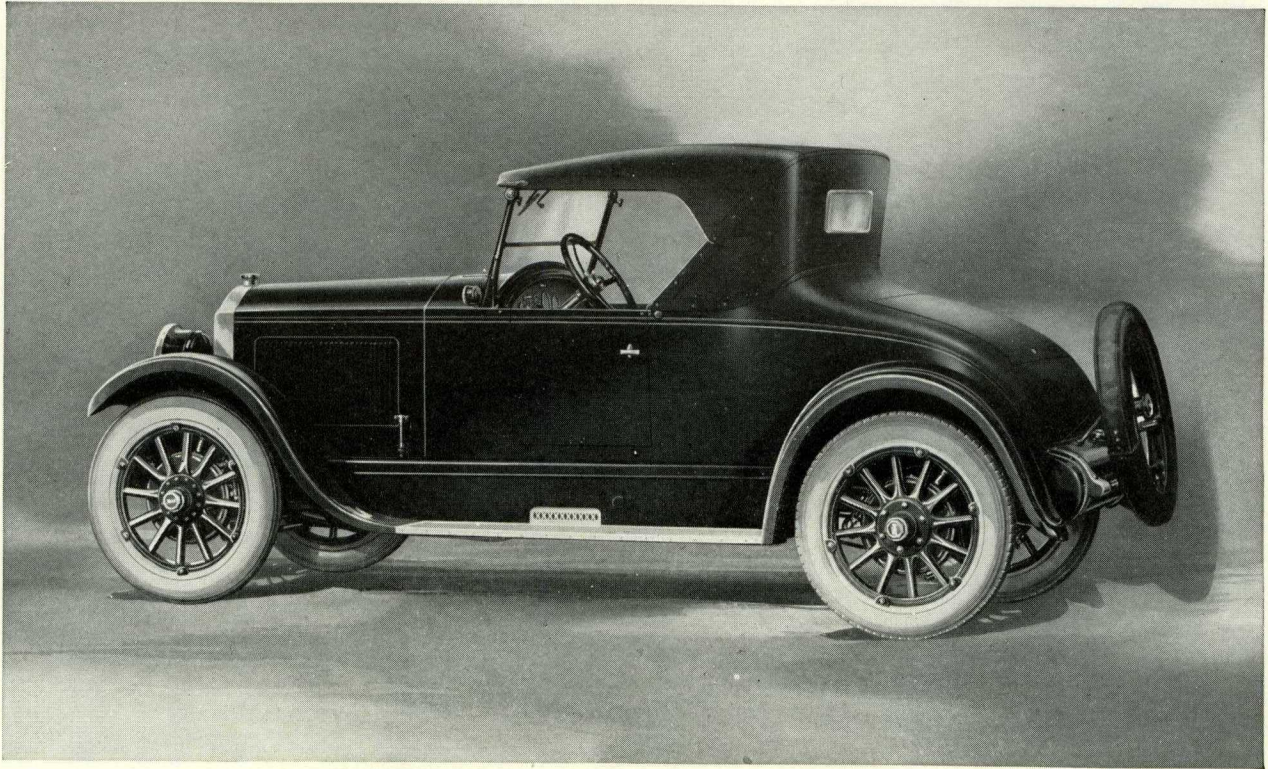
A FINE combination of features makes this new Buick Five-Passenger Double-Service Sedan of double value to a wide circle of motorists.

Most serviceable upholstery is used throughout, greatly increasing the longevity of the car for universal use, still retaining all the advantages of a closed car. The salesman can carry sample cases and other articles in the rear section of the car without damage to the upholstery, and during week-ends it fully fills the requirements of a family Sedan. Persons in many other lines of business will find it a most pleasing and profitable investment. In fact the car is perfectly adapted

to the requirements of motoring service of every description.

The seventy horse power motor can develop a speed rated at sixty to seventy miles an hour. The assurance of safety is increased by the Buick four-wheel brakes, and every other mechanical feature is in keeping with these Buick advantages.

Rigid construction built into graceful lines adds to the value of the car. Four wide doors give easy access, and the windows are adjustable. In short, the Double-Service Sedan is designed for those who want an enclosed car that fully meets the requirements of both business and general motoring use.



THE BUICK MODEL 24-SIX-44  
TWO-PASSENGER ROADSTER

WITH a speed that is rated at from sixty to seventy miles an hour, with a roomy seat well centered between the axles, with an ample wheelbase of 120 inches, and with a graceful body of unusual roominess and comfort, this new Buick Roadster represents a value that is absolutely unsurpassed.

The body is roomy, the storage space is ample and the general appearance of the car—the lines, the finish, the fenders and the distinctive grace of the new radiator, hood, rear deck and fenders—marks it as the most attractive Roadster on the market. It is distinguished by many noteworthy features, such as the

flush-fitting side curtains, the wind lace on the door openings to keep out drafts, the flush ventilator with its lever operation, the new and perfectly weather-tight windshield and the new design fenders, skirts, and other parts.

The new Buick engine, the new Buick four-wheel brakes and other mechanical improvements in its new design chassis are described in the mechanical section of this catalog.

But what these things actually mean in smooth performance, in flexibility, in easy riding comfort and convenience, can only be learned by riding in this Two-Passenger Roadster.



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## THE BUICK MODEL 24-SIX-45

FIVE-PASSENGER TOURING

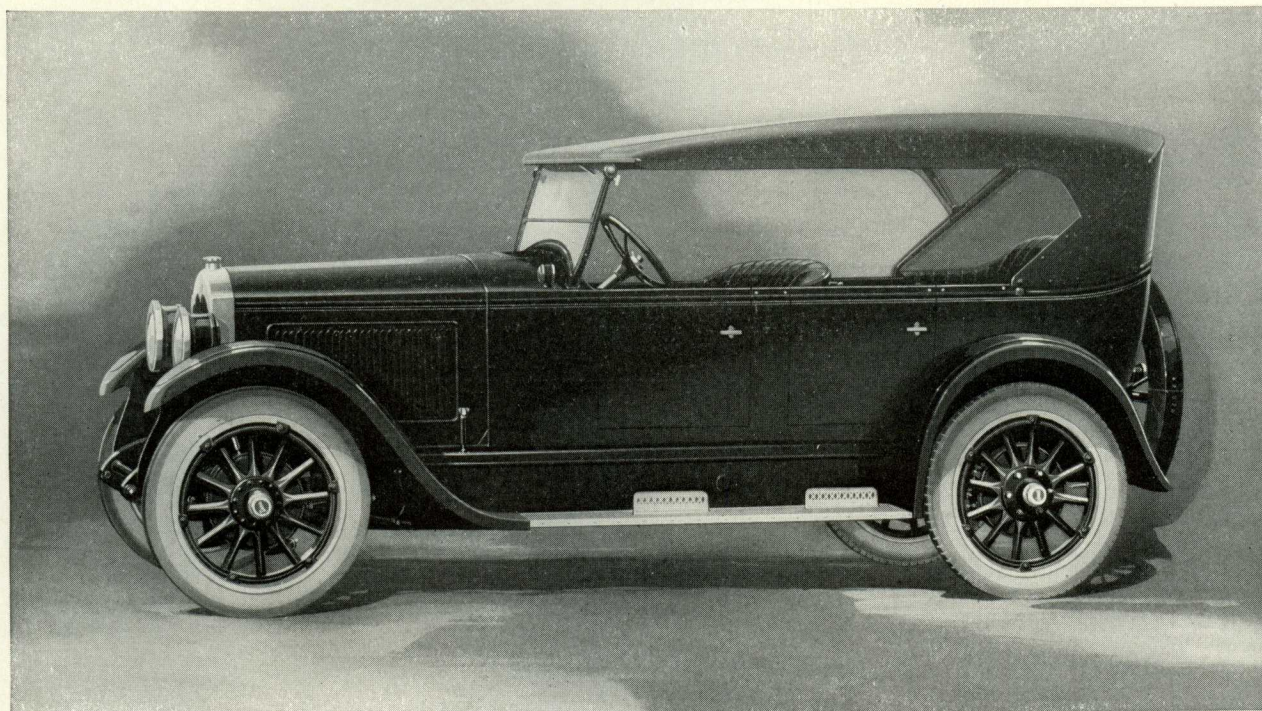
SAFETY, speed and beauty exceed all previous marks in this new Buick Touring model and set new Standards of Comparison in the medium-price field. It has lines that are absolutely new and distinctive; it has a new engine that will drive the car from sixty to seventy miles per hour; it has Buick four-wheel brakes that furnish an extra measure of safety that is not possessed by a car not equipped with them.

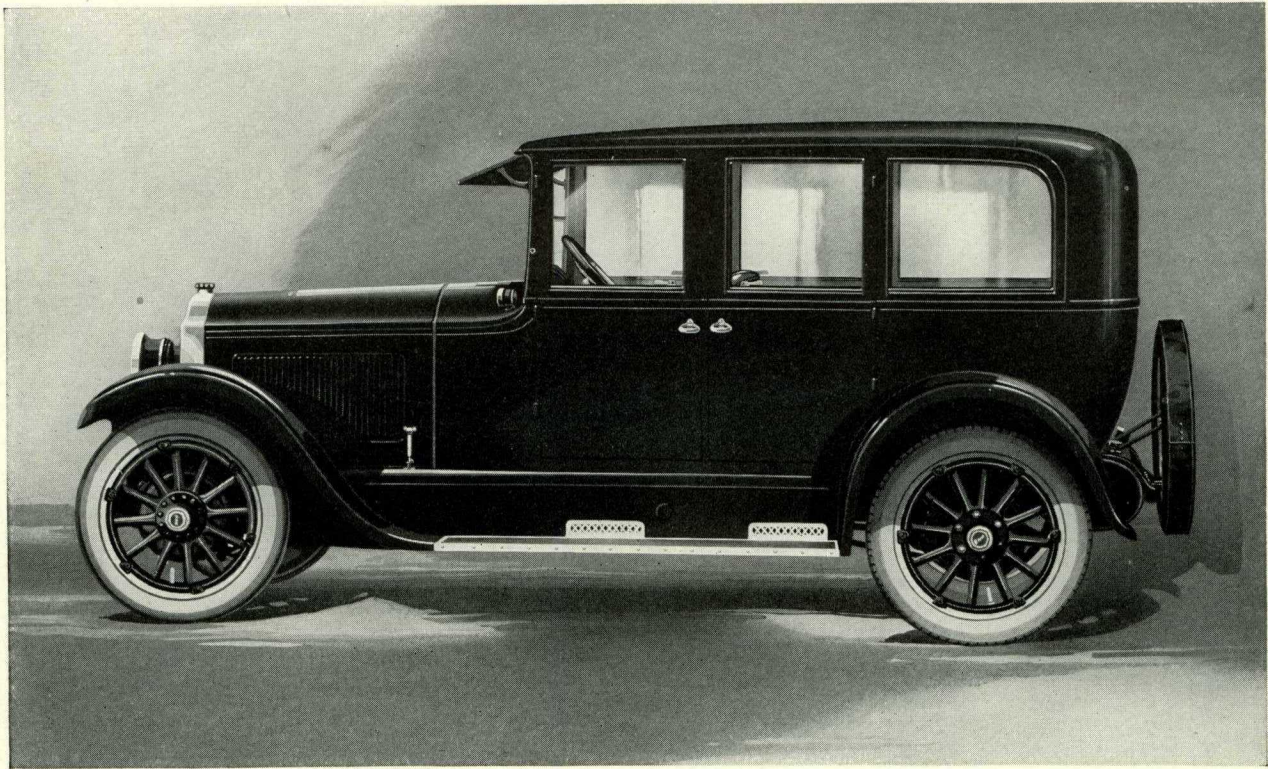
Beginning with the nickeled radiator and ending with the new design tail lamp, the exterior of this car is entirely new and attractive. Each feature is designed for its relation to the harmony of the whole and is executed with all the skill of the

trained Buick body builders. The interior of the body is designed for the greatest comfort of the driver and the passengers.

The seats are lowered and are set at a more comfortable angle; the windshield and doors are made wind-tight when closed; the flush cowl ventilator is operated by a single movement of a lever; the side curtains are held tightly to the body sides and many other features of a like nature add to the desirability of this unusual car for summer and winter driving.

To these advantages must be added the smooth and flowing power of the new Buick Valve-in-Head engine, the finest that Buick has yet produced.





## THE BUICK MODEL 24-SIX-47

FIVE-PASSENGER SEDAN

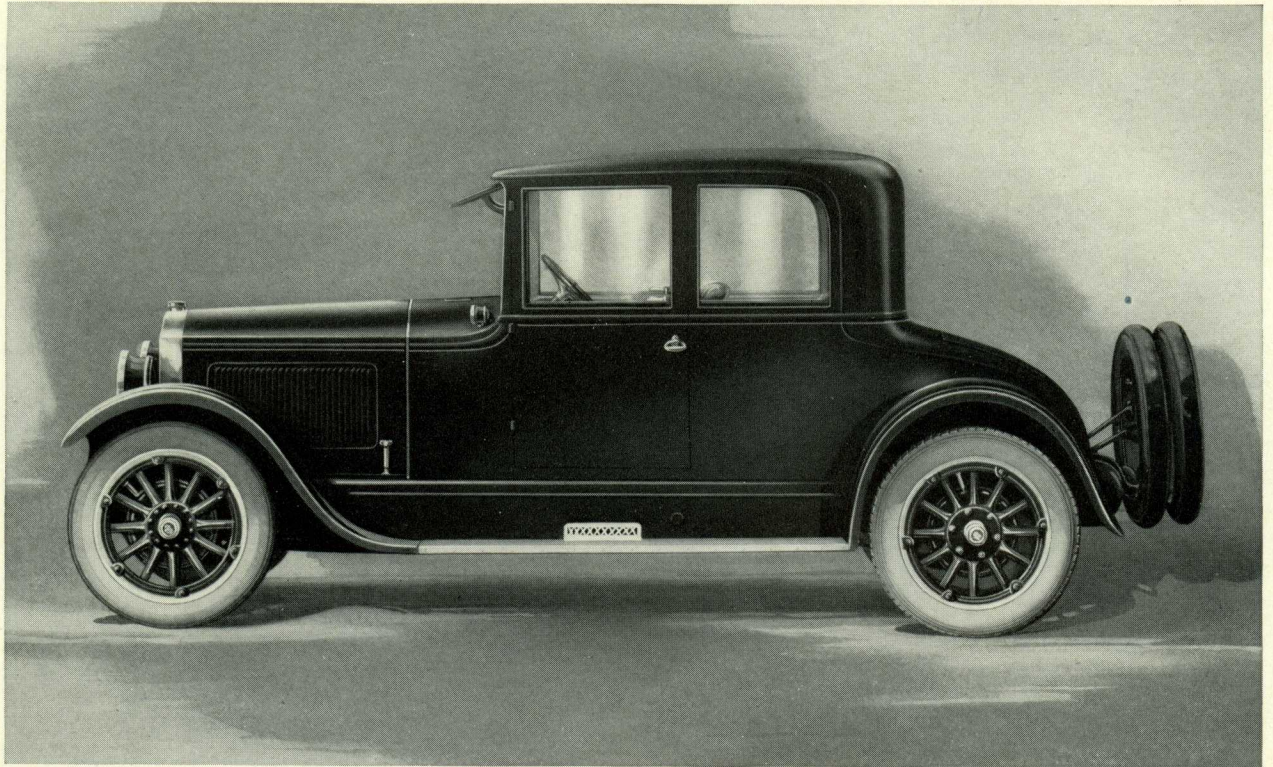
BEAUTY is reflected in every line of this Buick model. It is a new car in every particular and because of this its designers have had unlimited scope in giving it a truly distinctive appearance and providing it with everything necessary to complete motoring comfort.

Its graceful lines are longer in conformity with its 120-inch wheelbase and this is reflected in its increased roominess. The lustrous finish brings out the full beauty of its design and a completing touch of refinement is given by the liberal use of high quality nickel.

Every point of comfort and convenience has been considered. The seats are

low and the cushions are tilted to increase the ease of riding. The steering wheel is located in the most comfortable position for the driver. There is a new shaped instrument panel including a gasoline gauge, clock, oil gauge, and new style instrument lamp. The side windows, as well as those in the doors, are adjustable, and there are numerous other important features.

Speed that is rated at from sixty to seventy miles an hour is possible with the new Buick engine, which is completely self-lubricating. And the pleasure and safety of driving have been increased by the Buick four-wheel brakes.



THE BUICK MODEL 24-SIX-48  
FOUR-PASSENGER COUPE

DRIVING in this roomy new Buick Coupe you will gain a new appreciation of the combination of fine coach work and a fine mechanism. After you have remarked the smoothness of the automatically lubricated engine that is capable of speed that is rated at from sixty to seventy miles an hour, you will be impressed by the ease with which you can control each and every operation and adjustment. With its marked acceleration, its great reserve of speed and its surplus braking power, nothing more could be desired.

Inspecting the car from the outside, you will note a marked superiority in its long, sweeping lines, in the form and

finish of its radiator, hood, fenders and graceful body.

Inside you will see such equipment as patent window lifts for all four windows, gasoline gauge and clock on the instrument panel and fine plush material in the upholstery. Around all the windows are walnut garnish mouldings and a new type door stop replaces the door straps which are commonly used. The doors fit flush with the body and the same is true of the cowl ventilator. These details are typical of the care that has been observed throughout this Buick Coupe. The Buick four-wheel brakes are another feature of great importance to the motorist.

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## THE BUICK MODEL 24-SIX-49

BIG SEVEN-PASSENGER TOURING

COMBINING the beauty of long, graceful lines with speedy, powerful performance, this new Buick Touring model crystalizes a new ideal in the motor world. Its new radiator, its increased roominess, made possible by the 128-inch wheelbase, and a score of other details all give promise of unusual motoring satisfaction, and that promise is completely fulfilled.

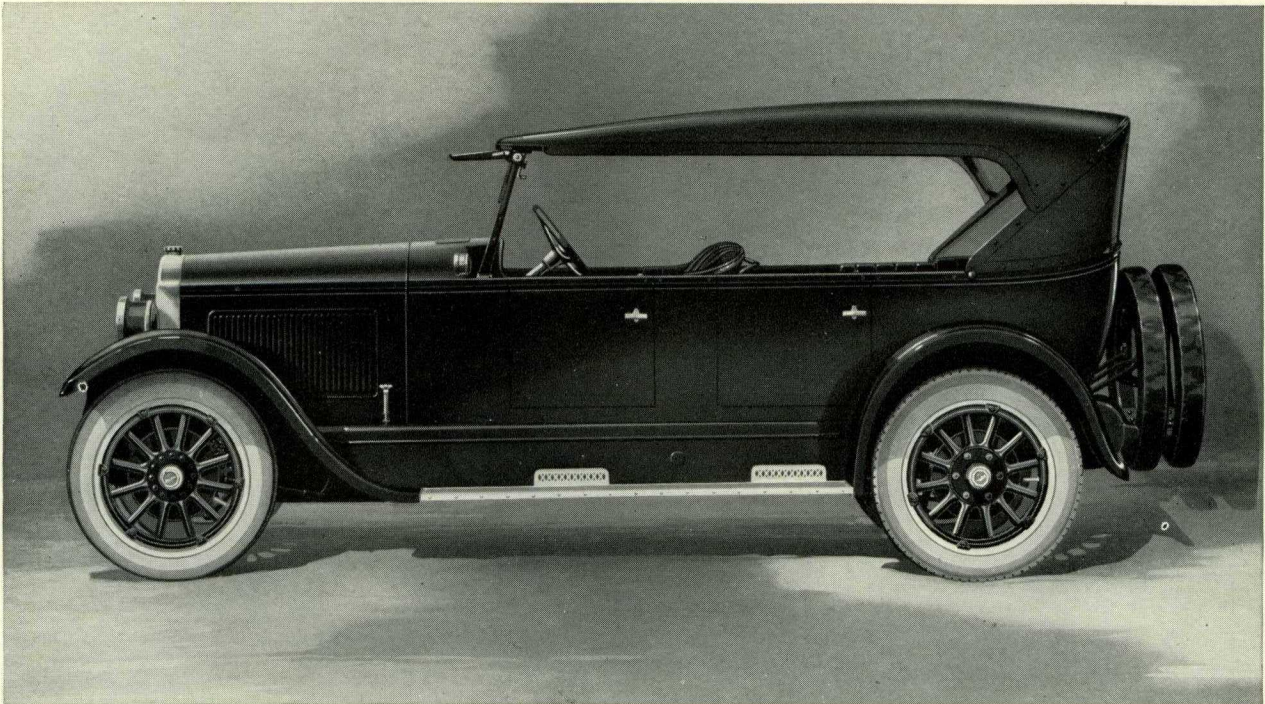
Its sturdy, durable construction reflects Buick's long history of successful motor car building while its advanced design reveals how accurately Buick is able to anticipate the motorist's desires.

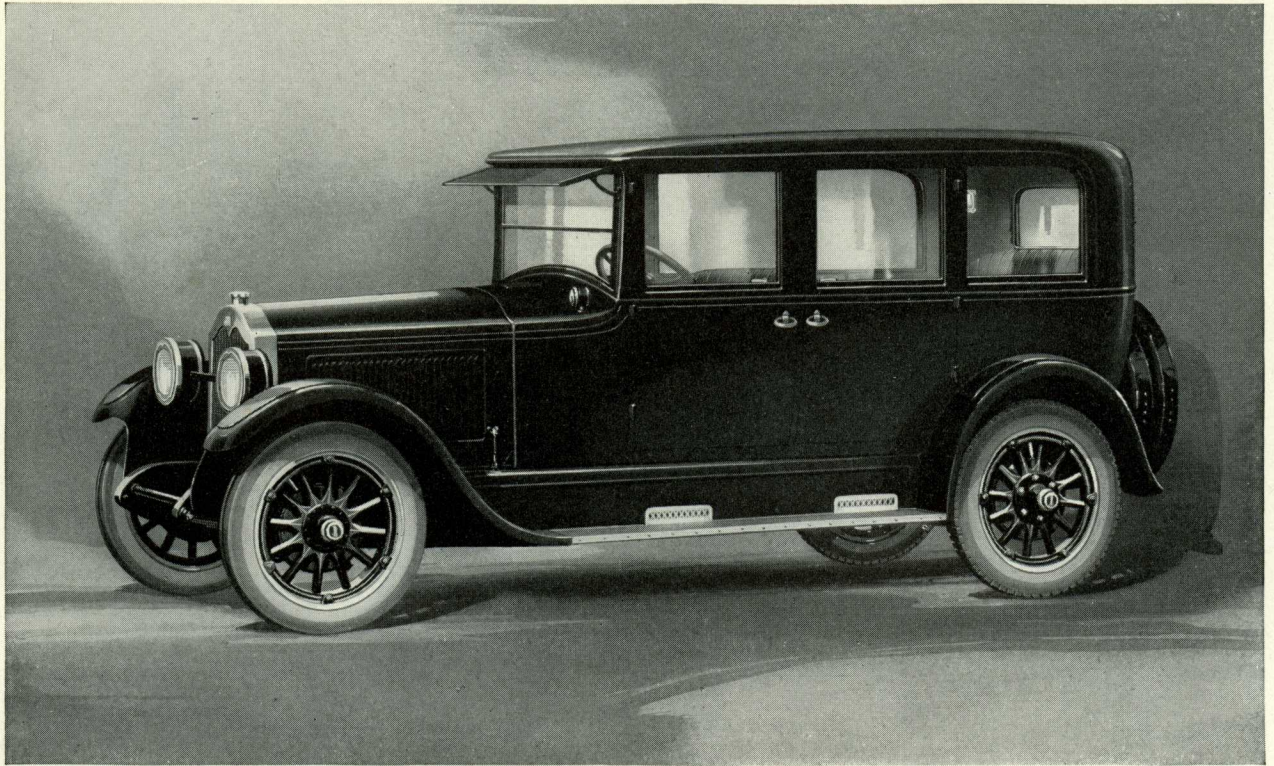
The ample width of its auxiliary seats, which will accommodate three persons if

necessary, making room for eight passengers, is typical of the generous proportions of the whole body.

The doors are wider and flush with the body. There is a new inside door lock operating lever, and a large outside door handle fully nickeled. A sunshade adds to comfort while a wind lace on the door openings and a weather-tight windshield contribute to complete protection.

The new Buick Valve-in-Head engine, capable of a speed that is rated at from sixty to seventy miles an hour, and the Buick four-wheel brakes, give this touring model mechanical merit fully in keeping with its other qualities.





THE BUICK MODEL 24-SIX-50  
BIG SEVEN-PASSENGER SEDAN

BOTH in its general proportions and in its minute details, the Big Seven-Passenger Sedan establishes itself as a truly distinctive closed car. The strength and sturdiness of its seventy horse power Buick Valve-in-Head engine with a speed that is rated at from sixty to seventy miles an hour, are reflected in the long, low body lines.

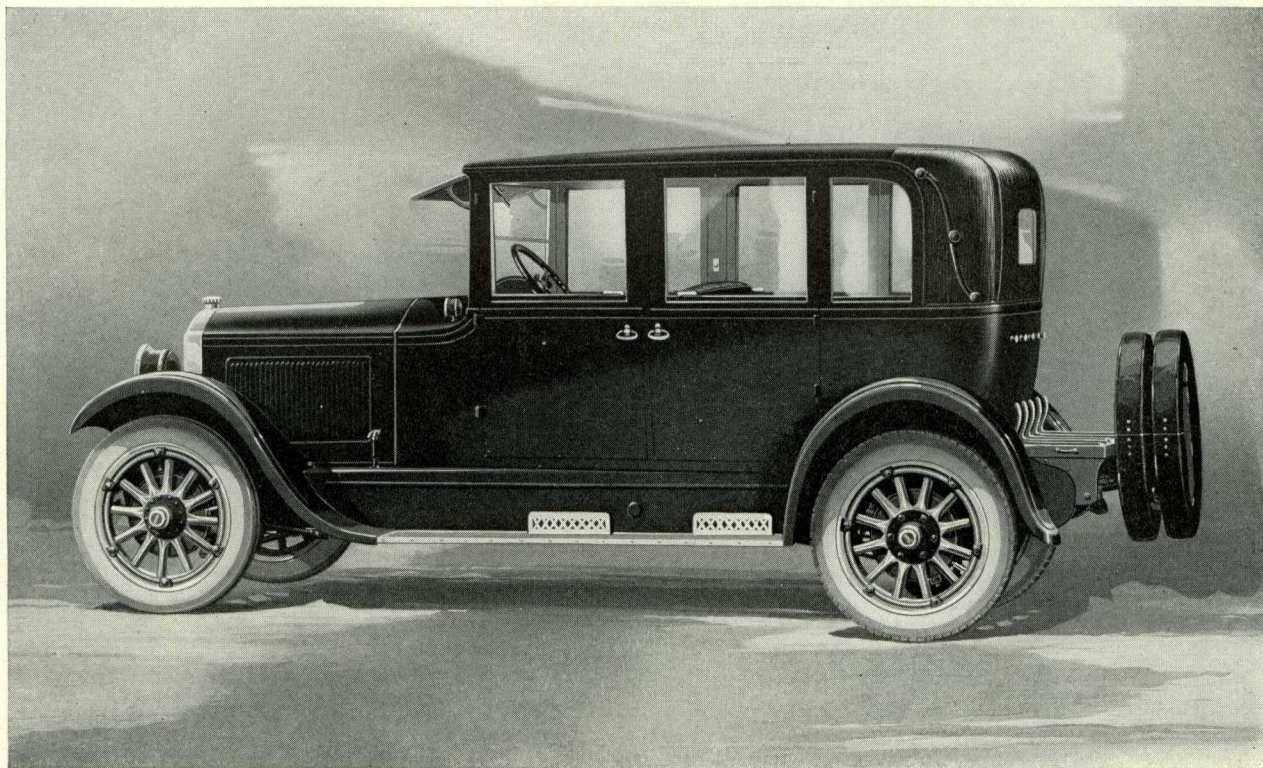
The interior reveals the same generous proportions and the same distinctive appearance, with its plush upholstery and wide, comfortable, extra seats.

Open car freedom is afforded by the adjustable windows both in the doors and in the sides. Every other detail contrib-

utes its share to the comfort of driver and passengers.

The new windshield is perfectly weather-tight. The ventilator is flush with the shroud and operated by a push lever. It has an air deflector to insure complete ventilation without discomfort.

A sunshade, a new instrument panel, nicked radiator shell, and aluminum trimmings on the running boards are other factors that increase this car's high standard of value. And there is, of course, the additional sense of security given by the new Buick four-wheel brakes which is one of the big features that should cause you to decide in its favor.



## THE BUICK MODEL 24-SIX-51

### BROUGHAM SEDAN

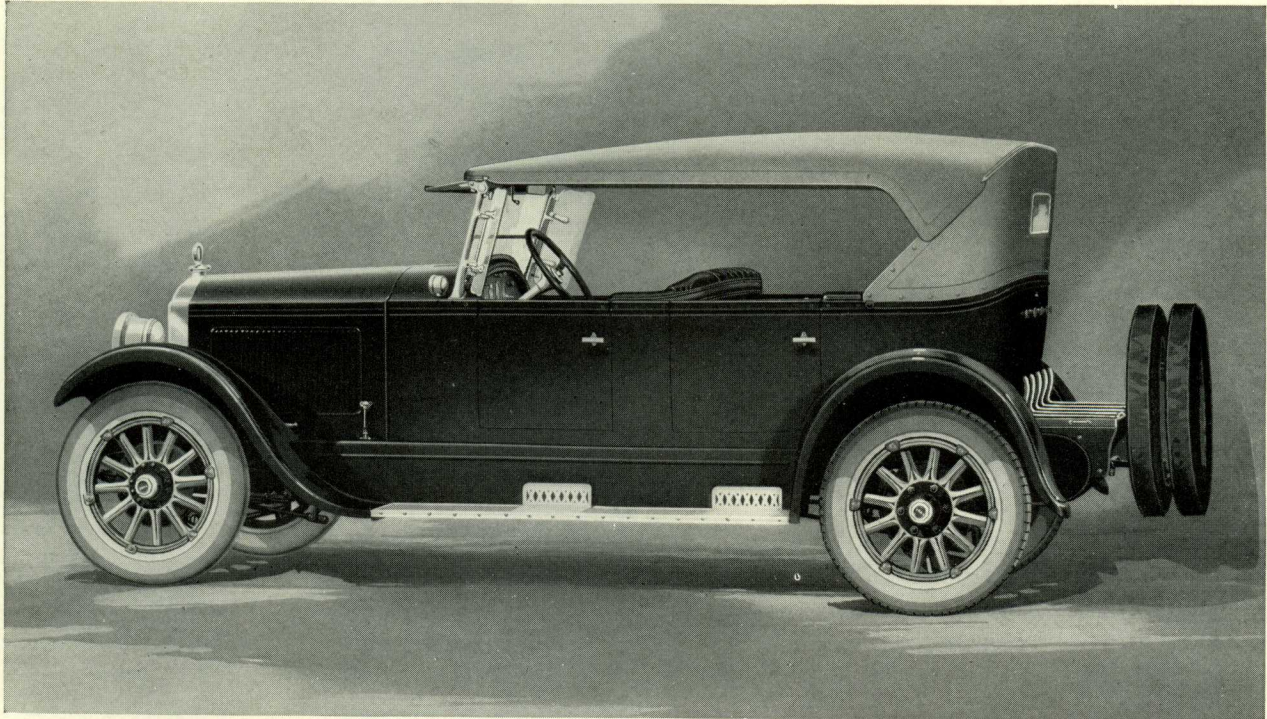
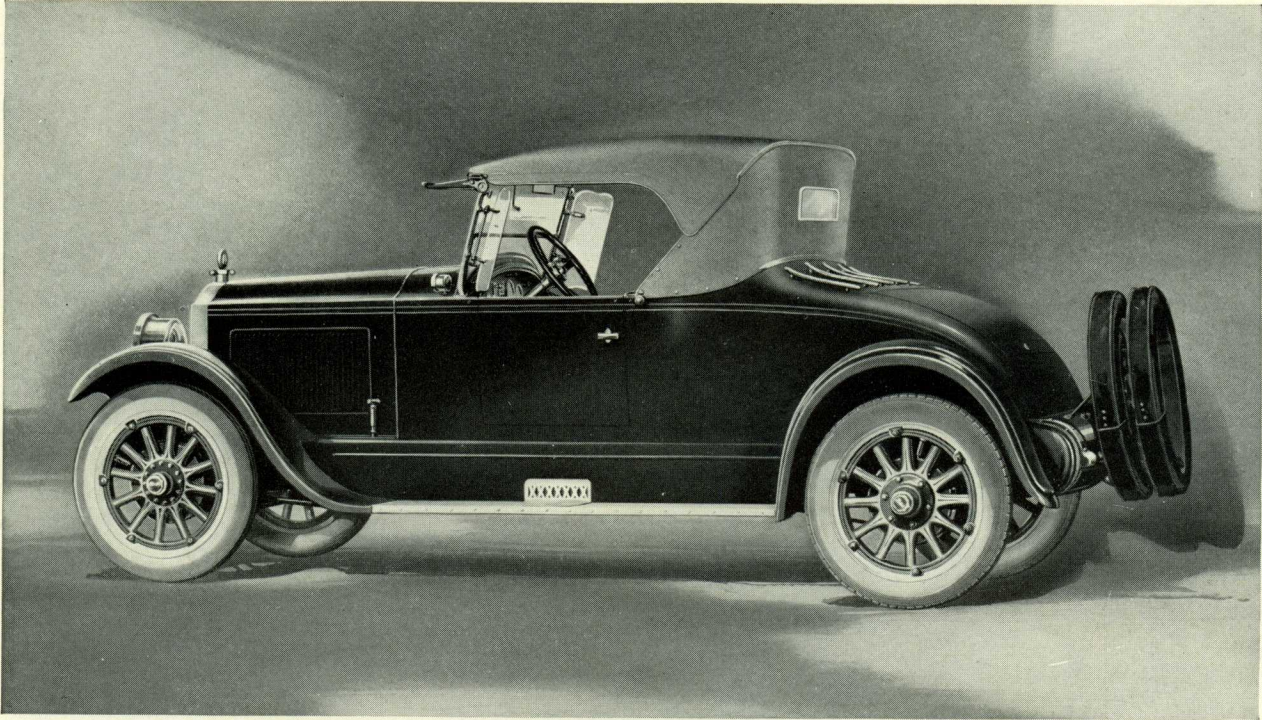
THIS is the finest example of coach design. Measuring 128 inches from hub to hub, with a long, low body of finest Fisher quality, and with its length accentuated by the tourist trunk rack and tires at the rear, it has that appearance of extreme length combined with close touring comfort which is so desirable in the special Brougham Sedan.

Motoring is a luxury in such a motor car. On the rear is a trunk rack of new design, with new protecting bars and buttons, and the rack is capable of accommodating a standard steamer trunk. The inside of the car is very wide and roomy and has the same deep plush

upholstery as those Buicks designed primarily for social use. Thus the Brougham Sedan serves a double purpose.

This car has power to start and power to stop. The new Buick Valve-in-Head motor delivers ample power and speed for all purposes, and the Buick four-wheel brakes give a tremendous factor of safety. Its six wide plate glass windows all have patent window regulators, and the equipment is complete, even to the clock and the gasoline gauge on the dash.

The new Buick radiator, the distinctiveness in hood, fenders, lamps and all features of design, make the Brougham Sedan individual in appearance.



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## THE BUICK MODEL 24-SIX-54

THREE-PASSENGER SPORT ROADSTER

NEW heights of beauty and power are attained in the new Buick Sport Roadster.

Long, low lines and beautiful color, enhanced by the sparkle of a wealth of nickel trimmings, truly reflect the fleetness that lies in its seventy horse power motor whose speed range is rated at from sixty to seventy miles an hour.

As spirited and eager in performance as a thoroughbred, it is literally a companion for every kind of outing. No detail that would add to its trim, attractive appearance has been overlooked. The nickeled radiator shell and the completely nickeled head and tail lamps with raised designs; the new style dumb-bell radiator cap;

improved deck bars; and natural wood wheels all add their share of luster and beauty. And this is true, too, of the steering wheel with its walnut rim and spider.

Low and tilted seat, accommodating three persons; conveniently located steering wheel; grain leather trimmings; sunshade; complete instrument panel with a light directly above it; and a large, rear curtain light are features that mean complete comfort.

With the new high powered Buick Valve-in-Head motor there is power to start, and with the new Buick four-wheel brakes there is always abundant power to stop at your command.



## THE BUICK MODEL 24-SIX-55

FOUR-PASSENGER SPORT TOURING

THE fleetness and comfort so necessary to the motor outing are present in an unusual degree in the new 1924 Buick Sport Touring. Capable of a speed that is rated at from sixty to seventy miles an hour, with its new, self-lubricating Buick Valve-in-Head engine, and controlled perfectly by the Buick four-wheel brakes, it is in complete harmony with the spirit of outdoors, making this car truly a Standard of Comparison.

The headlamps are completely nickeled. There are new style windshield wings; nickeled radiator shell with a new dumb-bell cap; and the running boards are bound with aluminum.

Tilted low seats and well-placed steering wheel; wide doors, flush with the body; ample room, made possible by the 128-inch wheelbase; large, rear curtain light; a sunshade and new instrument panel are other important features.

The trunk rack has been built to carry a standard steamer trunk and has new style bars with protecting buttons on the back panel. The fenders and all sheet metal work are entirely new in design and the gasoline tank is fully concealed.

In short, from its distinctive, natural wood wheels to its tonneau lamp with flat sliding switch, it is an ideal car that may be imitated but not duplicated.



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## THE BUICK MODEL 24-FOUR-33

FOUR-PASSENGER COUPE

BUICK'S long, successful record in the manufacture of four-cylinder cars is a fitting background for this new Four-Passenger Coupe. Power and stability lie in its Buick Valve-in-Head motor and complete motoring comfort is assured by its carefully designed springs and deep upholstery. Buick four-wheel brakes are an extra assurance of safety. This is a feature that you cannot afford to overlook.

The new and roomy body and the new high radiator add to both the beauty and efficiency of this four-cylinder model. The radiator has exceptional cooling capacity and keeps the car running smoothly under most trying conditions. The rear deck

conforms with the long, low effect of the new body lines and provides a roomy carrying compartment.

Other details contribute to comfort and ease in handling the car. The hand brake lever is of convenient length. Instruments are grouped together in a panel of new design. The windshield is made weather-tight by a covered metal strip at the top. The ventilator is controlled by a simple push lever and fits flush with the hood. Windows are adjustable and every other point of comfort and convenience shows the same thorough attention to detail, affording room for one to four passengers. A new car in every respect.



## THE BUICK MODEL 24-FOUR-34

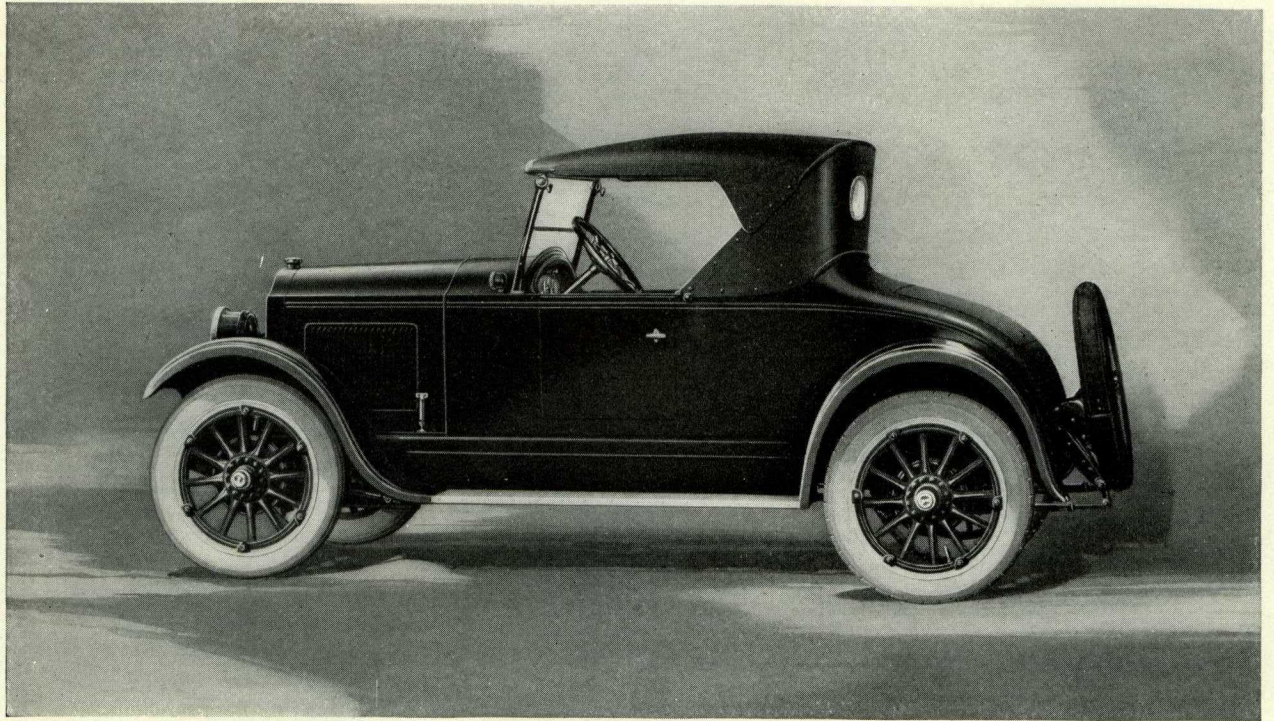
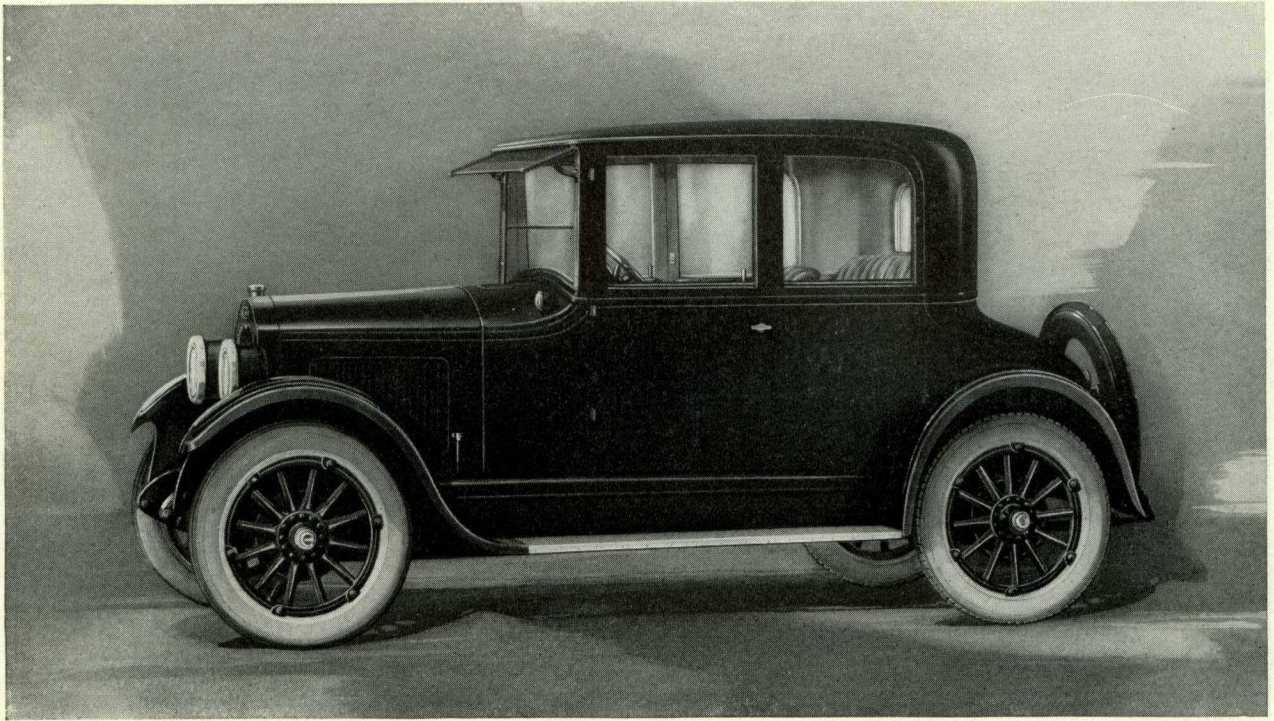
TWO-PASSENGER ROADSTER

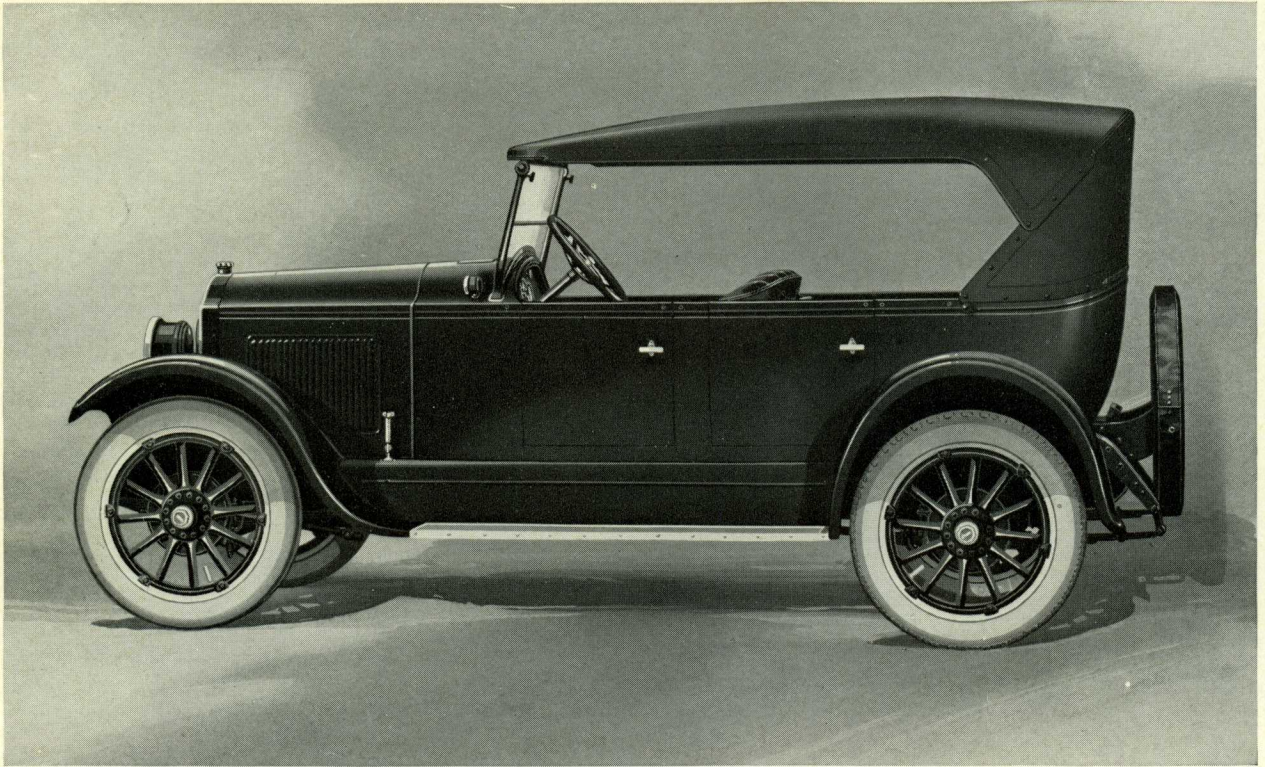
THE essential Roadster qualities of speed, comfort and graceful lines are all well represented in this new four-cylinder Roadster. Its long, fleet appearance is accentuated by the new rear deck and the high radiator which efficiently cools the powerful Buick Valve-in-Head motor.

The seat conforms with the general appearance of the car. It is low and tilted so that its specially designed springs and deep upholstery afford the maximum in comfort. The steering wheel, too, is located to increase the ease of driving. The new Buick four-wheel brakes operate with the slightest pressure and assure the highest degree of safety.

Instruments are conveniently grouped in a new panel. The ventilator, which fits flush with the cowl, is controlled by a simple push lever, and numerous other features add to the convenience of motoring in this model. All-weather comfort is afforded by the snug-fitting side curtains, with fasteners flush with the body. A covered metal strip on the top of the windshield gives additional protection.

Embodying the most advanced design with the durability assured by long experience in motor car building, this Roadster takes a leading place in the four-cylinder field. Every detail contributes to complete motoring satisfaction.





THE BUICK MODEL 24-FOUR-35  
FIVE-PASSENGER TOURING

OUTSTANDING in beauty, this roomy, Five-Passenger Touring Car sets a new standard for four-cylinder automobiles.

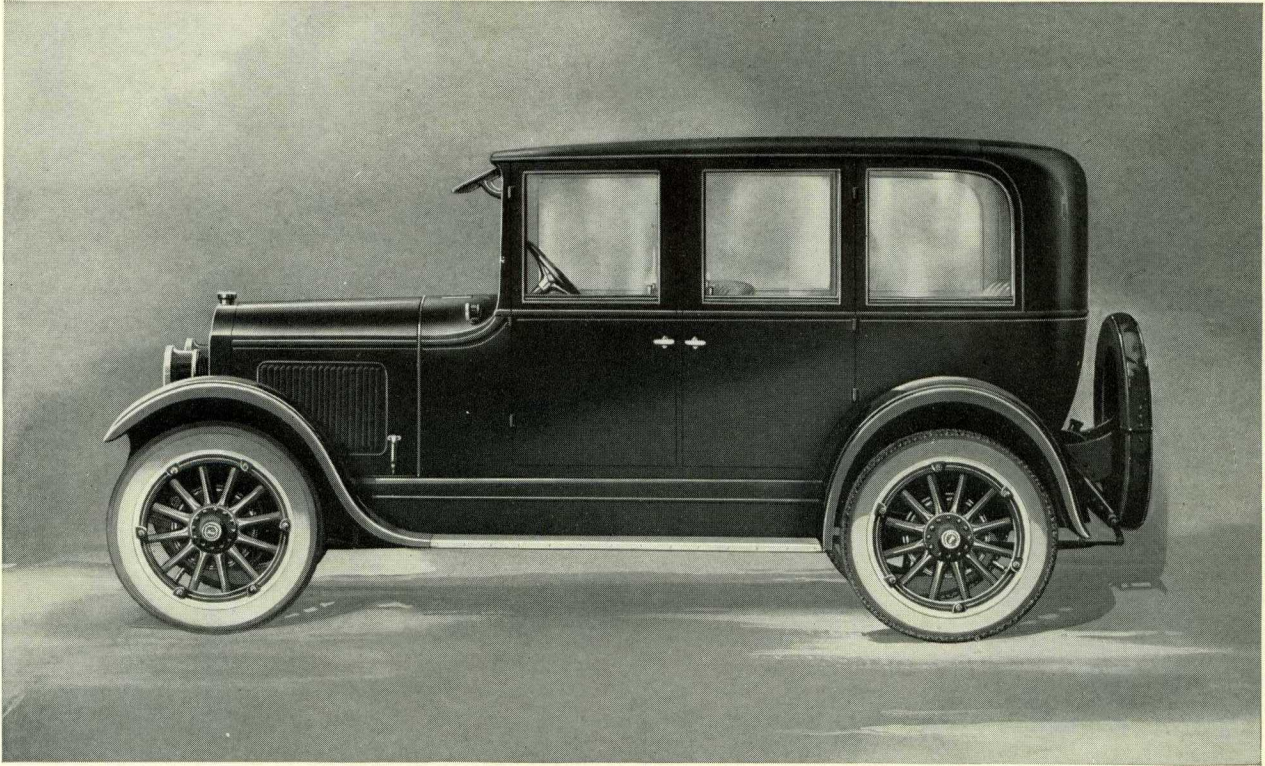
With the snug-fitting side curtains, held by fasteners that are flush with the body, it is ready for service in all kinds of weather. The new windshield also adds to its serviceability. The new ventilator is simply controlled by a push lever and has a deflector so that the car is perfectly ventilated without the slightest discomfort to the occupants.

The wide seats, tilted and low, offer complete comfort with their specially built springs and deep upholstery. The instruments, compactly grouped in a new

panel, give the driver a means of checking the operation of his car at all times.

Aluminum binding on the new, high radiator; nickel front rims on headlights, with universal mountings; side aprons of a new design with a single beading; and wide flush doors are features that unite to give this model an appearance that is in keeping with its comfort and serviceability.

An inspection of the construction of this new automobile will prove its superior qualities which are further illustrated by such remarkable features as the Buick four-wheel brakes—the greatest improvement in brakes in motor car history.



## THE BUICK MODEL 24-FOUR-37

FIVE-PASSENGER SEDAN

BUICK design has attained new distinction in this four-cylinder Five-Passenger Sedan. Power and comfort are reflected in its lines and are borne out by its performance.

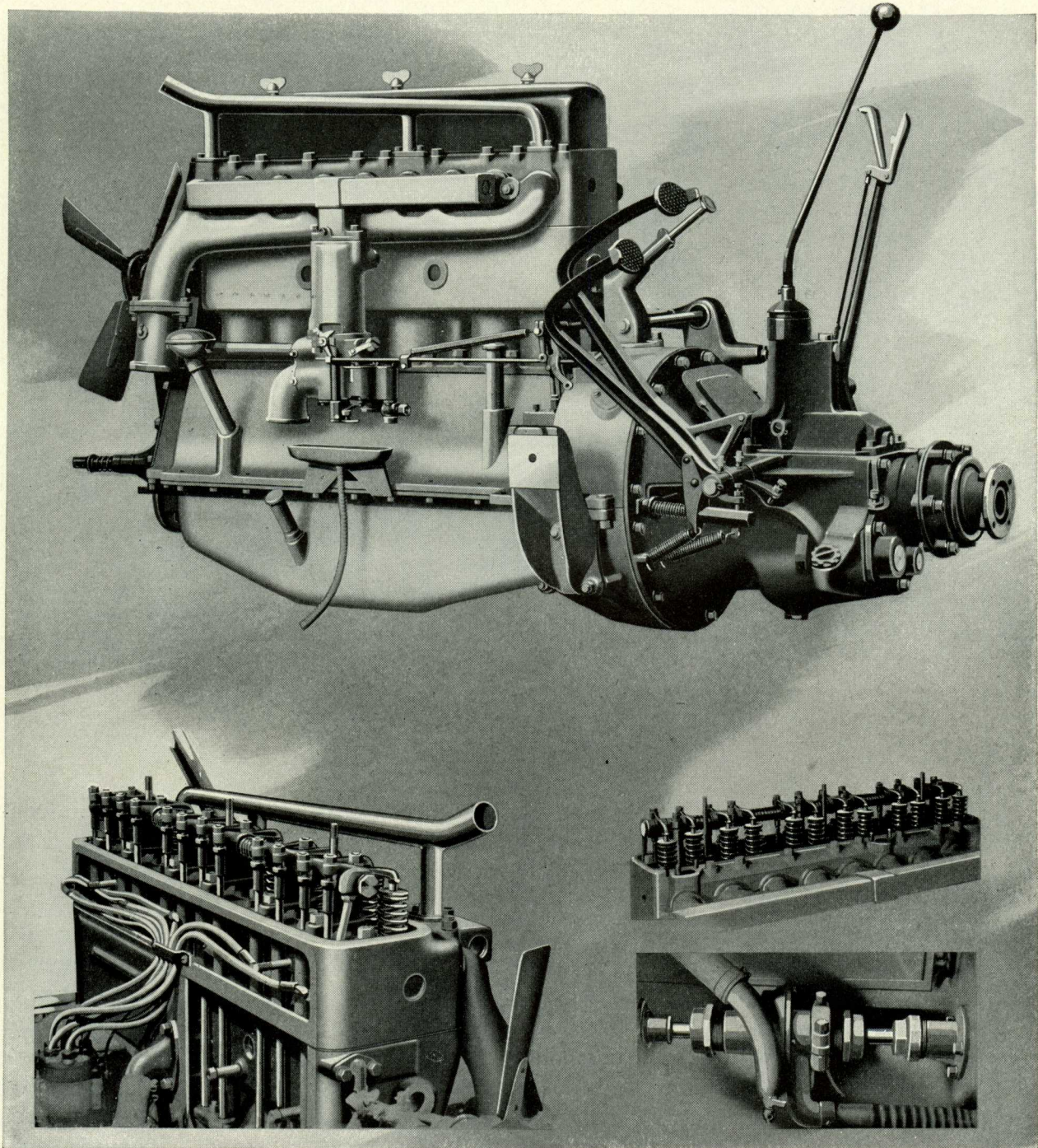
Its long, low body lines are entirely new and give it a most attractive appearance. Efficiency of the sturdy Buick Valve-in-Head motor has been increased by the radiator that will keep the motor cool under the most extreme conditions. This contributes much to the exterior appearance of the car as well. Buick four-wheel brakes give added safety.

Every detail shows thorough study of the motorist's needs and wants. For in-

stance, the driving instruments are conveniently grouped in a new panel and the front windshield posts are narrow so that there is a broad range of vision.

All the windows are trimmed with walnut moulding. The windshield swings outward and moves with the greatest ease. There is also the covered metal strip at the top to make it weather-proof.

The doors, fitted flush with the body, have a new stop at the top that fastens to the head rail and eliminates door straps. Plush trimming gives to the interior of the car an appearance in keeping with the fine exterior, and both are worthy of the Buick chassis.



THE NEW BUICK VALVE-IN-HEAD MOTOR, completely self-lubricating and capable of developing a speed of 60 to 70 miles an hour, is shown at the top of this group. This view shows the left side of the motor with the clutch and control system as described in the reading matter.

THE LEFT VIEW shows the oil pipe that leads to the rocker arm shaft, the adjusting balls on the rocker arms and the oil retaining cups on the push rods.

THE DOUBLE VALVE SPRINGS in the new Buick Valve-in-Head motor are shown at the right. These insure positive and quiet operation of the valves. The coil springs between each pair of rocker arms are also shown.

THE NEW PUMP for the cooling system is shown at the lower right. It has long, thick packing, backed up by brass glands, insuring long wear and a minimum possibility of leakage.

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## Mechanical Details of the 1924 Buicks

THE outstanding merit of the new Buicks for 1924 is especially apparent in the mechanical parts. Sound engineering principles, correctly adapted, make these parts, like the body and exterior design, truly the Standard of Comparison.

### Self-Lubricating Motor

THE new Buick Valve-in-Head motor is typical of the qualities throughout the whole car. It is capable of developing a speed of sixty to seventy miles an hour and is completely self-lubricating.

### Lubrication of Motor

THE lubrication is effected by a pressure feed system that embodies an oil pump of special Buick design. This pump is located in a strainer at the right in the center of the lower crank case. This assures an even flow of oil for the pump when the car is ascending or descending hills.

The oil is carried under pressure to all important motor parts including the rocker arms, push rods and push rod cups. Valve stems, valve springs and timing gears are automatically lubricated.

Through distributing pipes the oil is forced to each main bearing. From the main bearings it passes through holes drilled in the crank throws to the connecting rod lower end bearings.

### Piston Lubrication

THE oil forced from the main bearings and the connecting rod bearings forms a spray within the crank case, lubricating the cylinder walls, pistons, piston pins

and bushings, the remaining camshaft bearings, the cams and the lifters.

### Detachable Motor Head

THE motor head is detachable so that it may be easily removed when any adjustment is necessary. The cylinder block made in the Buick foundry is a single casting of special alloy semi-steel.

### Carburetor and Inlet Manifold

THE carburetor is of the latest, improved, automatic float feed type. Fuel is supplied from the gasoline tank by a vacuum system. Proper vaporization of the fuel is assured by automatic heat control and new design manifold.

### Light, Hollow Push Rods

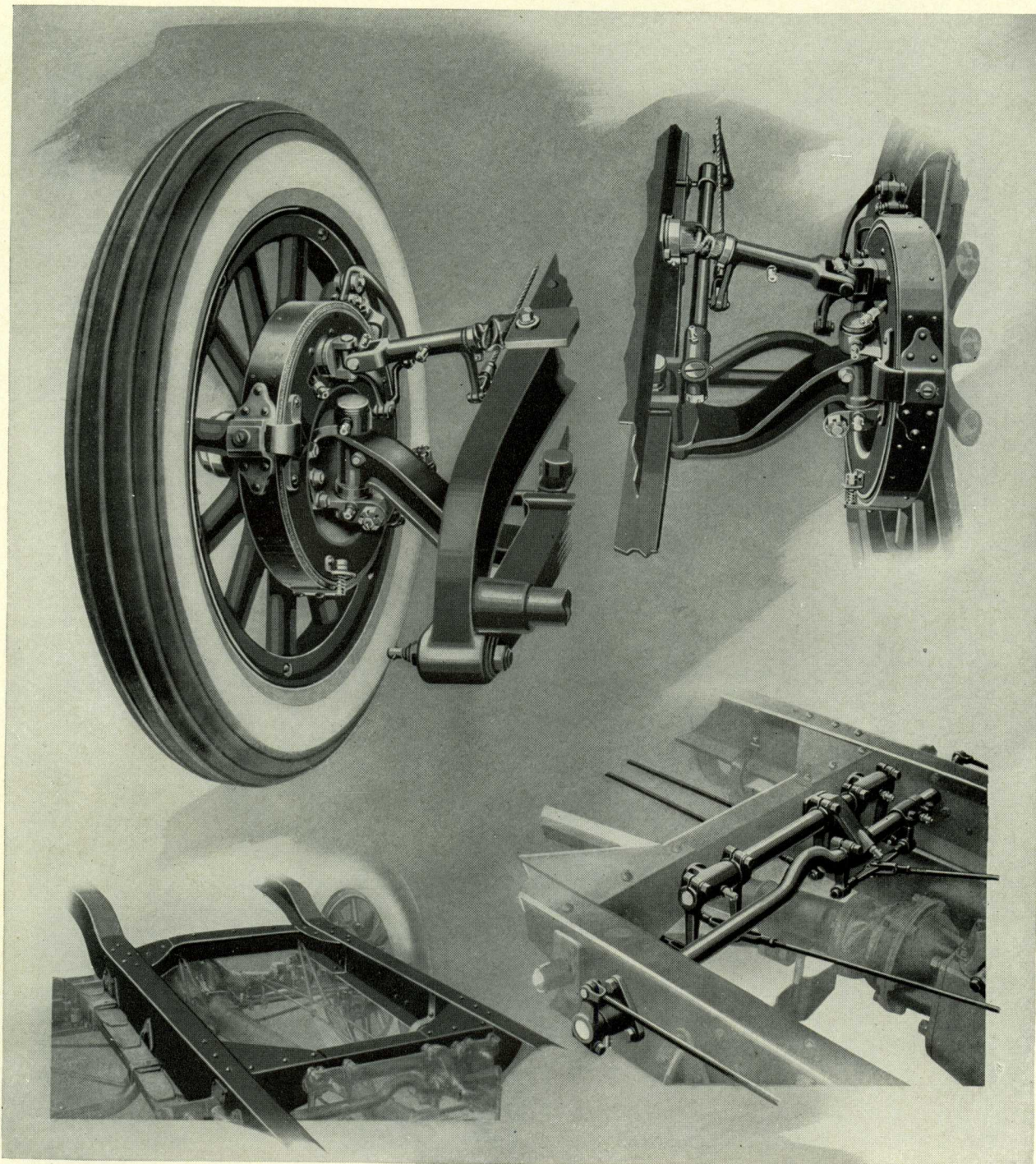
THE rocker arms are assembled on a one-piece hollow shaft. The push rods are made of steel tubing and are light but exceptionally strong. They have oil retaining cups and are automatically lubricated. There is a simple adjusting ball on the end of the rocker arm shaft.

### Water Pump Packing

THE water pump packings are exceptionally long and of large diameter. They are backed up by large brass glands and because of their unusual size they need attention only at long intervals.

### Detachable Arms on Motor

DETACHABLE arms, on the flywheel housing, can be replaced in case of breakage without replacing the entire crank case.



TWO VIEWS OF THE BUICK FOUR-WHEEL BRAKES are shown at the top of this group. The drums are exceptionally large and the brake lining is unusually thick and wide.

THE STURDY BUICK FRAME is shown at the lower left. It is built of reinforced steel with wide and deep channels.

THE BUICK FOUR-WHEEL BRAKE CONNECTIONS are shown at the lower right. The front brake pull rods are on the outside of the frame. The rear brake rods extend from the brake cross shaft to the external camshaft on the rear axle. The equalizer and the pull rod from the brake pedal are also shown.

### Sturdy, Reinforced Frame

THE sturdy construction of the new Buick is apparent in the frame of reinforced steel with channels of unusual width and depth. On the six-cylinder models there are four heavy cross members and two strong cross tubes.

### Buick Four-Wheel Brakes

ALL 1924 models are equipped with Buick four-wheel external brakes. These have exceptionally large drums and wide, thick bands, and increase greatly the ease and safety of driving. The brake anchors are so located as to give three-quarters wrapping when the car is going forward and one-quarter wrapping when the car is going backward. The outside front brake is automatically released in turning corners.

### Brake Pull Rods

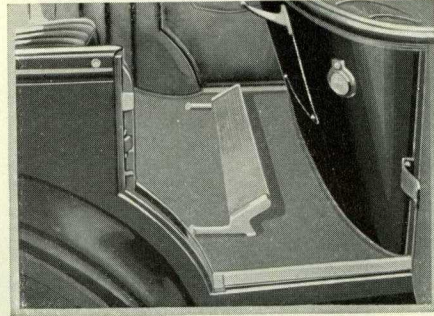
FRONT brake pull rods are on the outside of the frame. Rear brake pull rods extend from the brake cross shaft to the external camshaft on the rear axle. The brake pedal works through one pull rod connected to an equalizer and operates front and rear brakes at the same time.

### Conveniently Arranged Controls

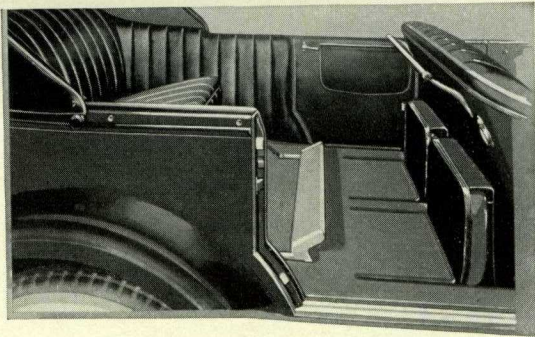
DRIVING instruments are conveniently grouped on the instrument board. Brake and clutch pedals are most conveniently arranged for the feet and the gear shift lever and emergency brake lever are within easy reach of the hand.

### New Spark and Gas Control

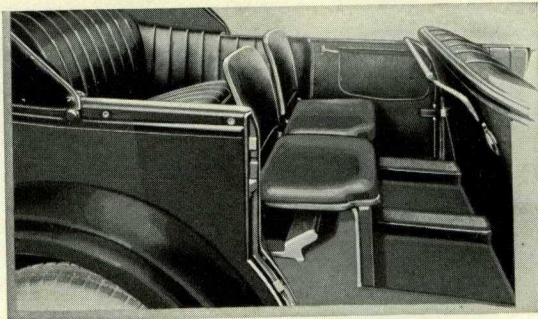
THE new steering wheel of the Sixes is particularly convenient for the driver. A new spark and gas control is used and there is no sector.



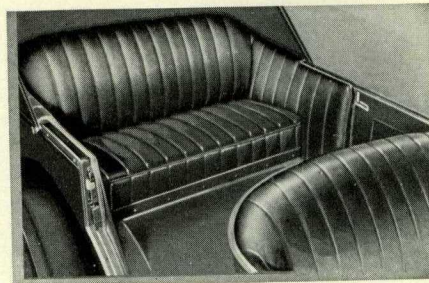
THE TONNEAU of a five-passenger Buick with foot rest and other conveniences



THE ROOMY TONNEAU of a Buick seven-passenger Touring, with extra seats lowered

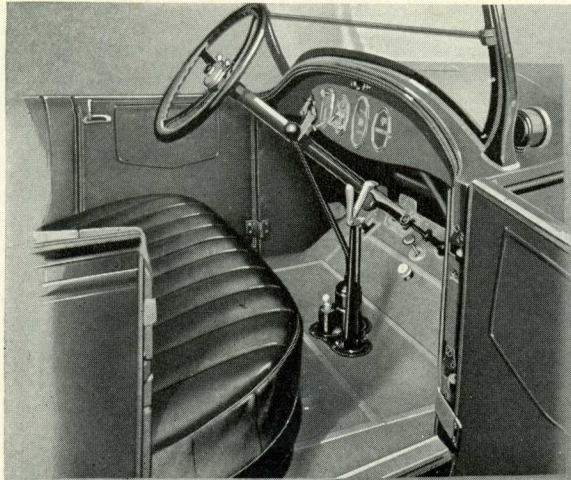


THE TONNEAU of a Buick seven-passenger Touring with extra seats in place

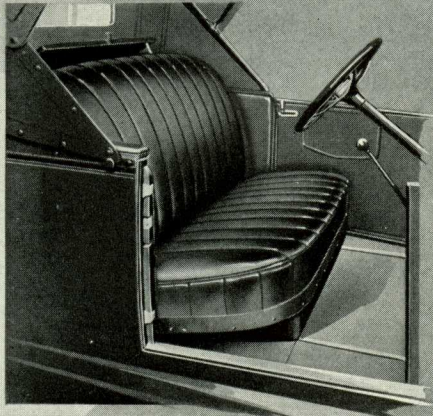


THE SOLID COMFORT afforded by the carefully upholstered seats in Buicks is indicated by this picture

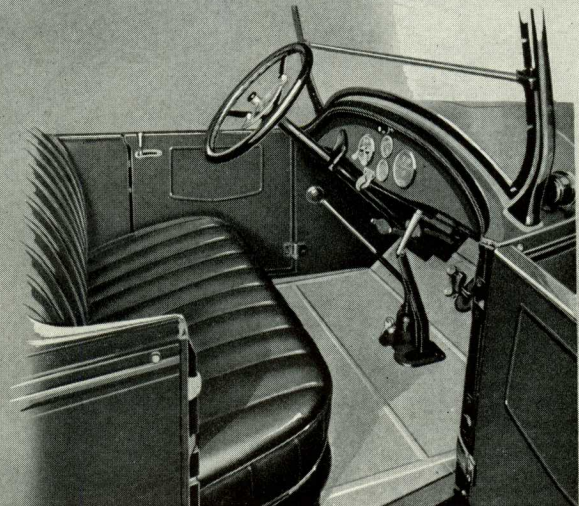
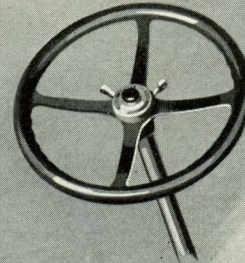




THE DRIVING COMPARTMENT of a Buick six-cylinder model is shown at the upper left. Note the complete instrument board and the convenience of all the levers and pedals.



THE SIMPLIFIED SPARK AND GAS CONTROL on the Sixes is shown at the upper right. This arrangement eliminates the sector.



THE COMFORTABLE SEAT of the Buick Roadster is shown at the lower left. There is a convenient storage place behind the seat.

THE DRIVING COMPARTMENT of a Buick four-cylinder model is shown at the lower right. Everything is arranged for the greatest convenience of the driver.

### Roomy Tonneaus

THE same attention to comfort and convenience is apparent in the roomy tonneaus of the new Buicks. The seats are distinctively upholstered. The cushions and seat backs of all models are buttonless. The upholstery is padded with

curled hair over special double coil springs, insuring a maximum of comfort.

### Wide Extra Seats

SEVEN-PASSENGER models have wide extra seats affording seating room for eight passengers when necessary.

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## New Features of the Buicks for 1924

*The new Buicks for 1924 are not merely new in a few outstanding features. They are new cars in every particular. But they preserve the basic principles that have made Buick famous.*

### Six-Cylinder Models

New Buick four-wheel brakes, easy to adjust and positive in action.  
Larger bodies of entirely new design throughout.  
Radiator new in design and construction.  
New large size filler base and radiator cap.  
New hood to conform to new radiator and bodies.  
New water-tight hood hinge.  
New open hood support.  
New crowned fenders.  
New design lamps to harmonize with new radiator and body lines.  
New weather-proof strip on top of windshield.  
New windshield, opening outward, anchored in rubber, extra wide vision.  
New windshield bracket, exceptionally strong and pleasing in design.  
New frame, extra heavy reinforced front and rear.  
Long wheelbase—120 and 128 inches.  
New instruments, instrument board and light conform to lamp design.  
New dust aprons.  
New gasoline tank—extra strength, fully covered.  
New flush ventilators with baffle plates.  
New flush-fitting wide doors.  
New bumper plates on doors.  
New extra seats of unusual width.  
New seats, positions insure greatest comfort.  
New aluminum-bound low running boards.  
New six-cylinder Buick Valve-in-Head motor with all parts automatically lubricated.  
New removable cylinder head.  
New cup top push rods, adjustment on rocker arms, all automatically lubricated.  
Silchrome exhaust valves.  
New design double valve springs.  
Valve stems and springs automatically lubricated by force feed from rocker arms.  
New straight rocker arm shaft carrying oil to rocker arms and push rods.  
New self-centering design valve spring cap and key.  
New large camshaft.  
New large camshaft bearings.  
New automatic lubrication of camshaft bearings.  
New large crankshaft—exceptionally carefully balanced.  
New large crankshaft bearings.  
New force feed lubrication to crankshaft bearings.  
New long connecting rods.  
New force feed lubrication to connecting rod bearings.  
New type connecting rod piston pin attachment.  
New long pistons.  
New large piston pins.  
New large timing gears.  
New force feed lubrication to timing gears.  
New camshaft gears.  
New large water pump bearing.

Front water pump shaft bearing automatically lubricated.  
New large pump packing with brass glands.  
New large distributor breaker cam.  
New design square inlet manifold.  
New design lower half crank case, extra strength.  
New large size oil pump at lowest point in crank case—free from sediment.  
New style mud pan, very secure, easily removable.  
New location for oil drain at lowest point in case.  
New detachable motor arms on crank case, giving extra strength.  
New positive heavy clutch spring.  
New reinforced fan with long hubs.  
New oil baffle in transmission.  
New brake disc on rear axle with new spiders.  
New third members to correspond to longer wheelbase.  
Extension on rear spring axle seats for convenience in placing jack.  
New reverse Elliott type front axles.  
New and heavy I-beam front axle forging section.  
New enlarged king bolt and king bolt bushing.  
New metal cap to protect top of king bolt.  
New tie rod tube of one-piece construction, ball socket on each end.  
New front and rear springs—exceptionally fine riding qualities.  
Bayonet type lock for gas tank top.  
New spark and gas control—no sector and very short levers.  
Universal mounting on headlamps, wide focusing range.  
•New aluminum cowl beading.  
New rear window light, most convenient for driver and passengers  
New style flush type curtain fasteners.  
New flat sliding switch for tonneau lamps.  
New outside door handles, fully nicked—Models 49, 54, and 55.  
Wind lace on door openings of open models.  
Sunshades on all closed cars, also Models 49, 54, and 55.  
New tops special Buick design.  
New narrow windshield posts on closed models giving clear vision.  
New style door stops eliminating door straps on closed cars.  
New type door hinges on closed cars.  
New walnut window mouldings on closed cars.  
New metal covered body pillars on closed cars.  
New plush upholstery of exceptional quality in closed cars.  
New double-service upholstery in Model 41.  
New valve to increase efficiency of heaters in closed models.  
New gasoline gauge on Models 41, 44, and 45.  
New windshield wings on Sport models.  
New type grain leather in Sport models.  
New design nicked radiator on all Sixes.  
New design dumb-bell cap on Sport models.  
New style trunk rack on Sport Touring and Brougham Sedan.  
New style deck bars on Sport Roadster.  
Natural wood wheels, finest quality, on Models 51, 54, and 55.  
New streamline deck on Roadsters and Coupes.

### Four-Cylinder Models

New Buick four-wheel brakes—large drums, positive action.  
Larger bodies of entirely new design throughout.  
New design cellular radiator.  
New design hood to conform to new radiator.  
New ledge making hood flush with body.  
New water-tight hood hinge.  
New hood rest to hold up sides of hood.  
New flush ventilator operated by push lever from driving compartment.  
New doors flush with body.  
New weather-tight metal strip on top of windshield.  
New low tilted seats, most comfortable.  
New steering wheel position giving ease of control.  
New design aluminum cowl beading.  
New design dust apron with single bead.  
New windshield construction—swings outward—fine ventilation.  
New cylinder water outlet in motor.  
New hand brake lever.  
New left-hand spiral gears in rear axles.  
New reverse Elliott type of front axle.

New one-piece tie rod tube.  
New center cross member on frame.  
New front spring hanger.  
New front spring shackle bracket.  
New steering gear.  
New design lamps.  
New universal mountings on headlights, wide focusing range.  
New curtain fasteners flush with body.  
New design tops and side curtains.  
New rear curtain lights, convenient to driver and passengers.  
New style dovetails on doors.  
New narrow windshield posts on closed models giving clear vision.  
New style door stops on closed models eliminating straps.  
New highly finished walnut mouldings around windows of closed models.  
Sunshades on closed models.  
New heater valve on closed models.  
New graceful design deck on Roadsters and Coupes, very roomy.  
New weather-proof large door openings in Roadster and Coupe decks.

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## Specifications of the New Buicks

*Close inspection of the new Buicks serves to confirm the favorable impression given by the first glance. These specifications will give you detailed information about the new models.*

### Six-Cylinder Models

#### Upholstery

ALL Buick enclosed models are upholstered in finest plush, with the exception of the Double-Service Sedan, which is done in extremely serviceable material as being better adapted to business use. The Sport models are done in special embossed leather, the other open cars in fine, dull finished black leather. Buttonless cushions and seat backs are padded with curled hair over special double coil springs of a quality that insures the maximum of comfort and serviceability.

#### Control

THE new short spark and throttle levers are conveniently placed on top of the walnut steering wheel, together with the horn button. As no sector is employed, this installation is very neat and inconspicuous. There is a foot accelerator of the button type, with a comfortable rest for the foot. Pedals are provided for the starter, clutch and Buick four-wheel brakes, with handy levers for the gear shift and hand brakes.

#### Wheelbase

LONG wheelbases are important factors in the easy-riding qualities of Buick cars. Models 24-6-41, 24-6-44, 24-6-45 and 24-6-47 have 120-inch wheelbase. Models 24-6-48, 24-6-49, 24-6-50, 24-6-51, 24-6-54 and 24-6-55 have 128-inch wheelbase.

#### Motor

THE new Buick six-cylinder Valve-in-Head motor is of the four-cycle type. It develops 70 actual brake horse power and insures to any Buick Six a speed that is rated at from 60 to 70 miles per hour. The head is detachable and may be removed for grinding valves or other main-

tenance work. Motor, clutch and transmission form a unit power plant, which is suspended at three points from the main frame on detachable arms. The cylinders have a bore of  $3\frac{3}{8}$  inches and a stroke of  $4\frac{3}{4}$  inches. The bloc is a semi-steel casting made in the Buick foundry.

#### Cooling

THE Buick motor is water-cooled, with water jackets entirely around each valve chamber and cylinder, which insures even temperature of the cooling water and aids materially in smooth performance. The centrifugal pump is driven by spiral gears and has pump packings of unusual size, with big bearings on the pump shaft. The new radiator is of the improved cellular type,  $2\frac{1}{4}$  inches thick, and will keep the motor cool under the most extreme weather and altitude conditions. The pressed steel fan sets at the proper distance from the radiator and is driven by an adjustable flat belt from the camshaft.

#### Valves

LARGE valves contribute their share to speed and power, the inlet measuring  $1\frac{7}{8}$  inches and the exhaust  $1\frac{5}{8}$  inches in the clear. The exhaust valves are made of Silchrome, the most expensive and best material for the purpose, and the inlet valves are nickel steel of high quality. The valve springs are double, one within the other, which insures positive and quiet operation of the valves at all motor speeds. Hollow push rods are used for lightness with strength.

#### Camshaft

THE camshaft is  $1\frac{3}{16}$  inches in diameter, with large bearings, which insures smooth and positive operation of the valves at all motor speeds.

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## Crankshaft

THE crankshaft is  $2\frac{3}{8}$  inches in diameter, forged in the Buick forge shop and accurately balanced. It is supported on four large main bearings of the same diameter and will run with equal smoothness at all speeds.

## Connecting Rods and Pistons

CONNECTING rods are drop-forged and have bearings  $2\frac{1}{4}$  inches in diameter. The pistons are  $4\frac{1}{4}$  inches long, with piston pins  $\frac{7}{8}$  inch in diameter. Piston pins are clamped in the upper end of connecting rod and swivel in bushings in the piston. This insures positive lubrication of the bearings. All piston and connecting rod assemblies are carefully balanced in sets before going into the motor.

## Timing Gears

BUICK timing gears are of large diameter and the cam gear is made of textolite (composition) which insures quiet operation.

## Lubrication

AUTOMATIC force feed lubrication system of Buick design carries oil under pressure to all important motor parts, including the rocker arms and push rod cups, thus giving complete automatic lubrication to the entire motor. The oil pump is self-thawing, is driven by spiral gears from camshaft, and forces oil under high pressure to the main and connecting rod bearings through conduits drilled in the crankshaft, and through a secondary line to the rocker arms and push rod cups, thence by pipe to the timing gears, front camshaft bearing and front pump shaft bearing, then back to the lower crank case. The other camshaft bearings, cams, lifters, valve stems and valve springs are lubricated by oil spray. The third oil line leads to the dash pressure gauge, a relief valve in pump holding the pressure to approximately 30 pounds, maximum. Excess oil from rocker arm lubrication drains back through holes to lower crank case. There is an oil measuring gauge on the crank case and a drain cock on the bottom, with an extension handle just under the hood.

The chassis is lubricated throughout by means of a pressure gun system.

## Rocker Arms

ROCKER arms are drilled and tapped and assembled with ball, which can be easily adjusted on top with screw driver and small wrench. This ball operates in a cup on the upper end of the push rod and is constantly lubricated from the rocker arm shaft through an oil duct in the rocker arm. All rocker arms are assembled on one straight shaft with coil springs between the arms, which automatically take up any wear. Feeders to each rocker arm from the shaft provide constant lubrication to rocker arm bearings and ball ends.

## Carburetor

LATEST improved automatic float feed type, supplied by vacuum system from the gasoline tank which is mounted on the rear end of the chassis frame. Automatic heat control insures proper vaporization of the fuel at all speeds and new type inlet manifold guarantees maximum efficiency in fuel distribution to cylinders.

## Ignition

THE ignition system is of the high tension, jump spark type, with electric generator and storage battery. The spark advance is automatic, with manual control on steering wheel and extra large breaker cam in the distributor to give perfect ignition at high speeds.

## Starter

THERE is a complete Delco single unit system for electric starting, lighting and ignition, built as an integral part of the motor and operating in conjunction with a large storage battery. There is a combination switch with ammeter and automatic circuit breaker on the instrument board.

## Clutch

THE clutch is Buick's famous multiple disc, dry plate type, smooth and positive in action, with ball bearing release collar. Very accessible for adjustment. The clutch is lubricated by two outside grease gun connections.

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## Transmission

THE transmission is the selective sliding gear type, with three speeds forward and one reverse. The gears are Buick-built, heat-treated, with positive interlocking hand control integral with gearset. There is an oil baffle in the front end.

## Drive

THE power is transmitted through a single large, automatically lubricated universal joint and fully enclosed propeller shaft and through spiral bevel gears in the rear axle. Propeller shaft housing is connected directly to the rear end of the transmission by a large ball joint enclosing the universal joint. Both torque and drive are taken through this ball joint.

## Rear Axle

THE full floating type of rear axle is employed, with the full weight of the car supported on the housing. The wheels are driven by detachable shafts mounted on large annular ball bearings. The spiral bevel driving gears are fully adjustable. The rear spring seat has an extension for placing the jack when changing tires, etc.

## Brakes

BUICK four-wheel brakes increase braking efficiency to a remarkable degree in comparison with cars not so equipped. They are of the external contracting type on all four wheels and operate on drums of unusual size and area. The hand brake, of the internal expanding type, operates on rear wheel brake drums only. Both sets of brakes are fully adjustable for wear.

## Front Axle

THE front axle is of the reverse Elliott type, with exceptionally heavy I-beam section and spindles. It is drop-forged, heat-treated, with integral yokes, drop-forged steering knuckles and tie rods. King bolts are one inch in diameter, with correspondingly large bushings, and are held in place by a tapered pin. Dust cap on top of knuckle. Tie rod has ball socket on each end, with hardened steel cups and close adjustment. Large front wheel bearings.

## Wheels

THE wheels are of the artillery type with large hub flanges, and have 12 spokes and 12 hub bolts each. Both front and rear wheels have 14-inch brake drums firmly bolted to them. All wheels are equipped with demountable rims.

## Tires

MODELS 24-6-41, 24-6-44 and 24-6-45 have 32 by 4 inch; Models 24-6-47, 24-6-48, 24-6-49, 24-6-50, 24-6-51, 24-6-54 and 24-6-55 have 32 by 4½ inch. Cord tires are standard equipment on all models. Plain tread on front, anti-skid on rear.

## Steering Gear

THE semi-irreversible type of steering gear is employed, with split bronze nut and worm and large adjustable ball thrust bearing to take up wear. The rollers on which half nuts operate have unusually large contact surface, for long wear. The steering wheels have walnut rims with new type spark and gas control, the levers being very short. The horn button is in the center of the wheels. Sport models have walnut spiders, Models 24-6-41, 24-6-44 and 24-6-45 have black spiders, and the remaining cars have aluminum spiders in the steering wheels.

## Frame

THE new frame is of reinforced pressed steel construction, with channels of exceptional width and depth, with four heavy cross members and two strong cross tubes, one at the front and one at the rear. The rear center cross member is a complete box section and all cross members are reinforced with heavy gussets.

## Springs

THE front springs are semi-elliptic. The rear springs are the Buick cantilever type and are extremely soft and easy in their action.

## Top

THE tops on open models are of new design, with patented gypsy quarter curtains, and are made of special waterproof fabric. The inside operating curtains open with the doors and are held very

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tightly to the body sides by new type fasteners. Closed models all have stationary tops, well insulated and sound-proof, with all side windows fully adjustable to any position.

### Windshield

NEW windshields are mounted in new weather-tight frames and are sealed against wind and water by moulded rubber strips at every joint, the upper half being adjustable. Windshields are adjustable from inside the car on all models. Open Models 24-6-49, 24-6-54 and 24-6-55 and all closed models have windshield wiper, rear vision mirror and sunshade.

### Standard Equipment

ALL models have combination dim and full electric headlights with anti-glare lenses, side pilot lamps, tail lamp, instrument board lamp, speedometer, motor-driven horn, tire carrier with one extra rim, (extra tires and covers are not

part of standard equipment), jack, pressure grease gun, pump, tire repair kit, complete set of tools, gasoline gauge, transmission lock, cowl ventilator, running board scuff plates, etched aluminum threshold plates. Sunshade is standard equipment on all cars except Models 44 and 45.

In addition to the above, Models 54 and 55 have a clock, rear view mirror, beveled plate glass windshield wings, rubber step pads with nickel guards, rubber heel pads in driving compartment, full carpets, gasoline gauge on the dash, and a cigar lighter.

Rear vision mirror and heater are standard equipment on all closed models. Models 47, 48, 50 and 51 have also a clock and dash gasoline gauge.

Model 55 has a special trunk rack, and a foot rail for the passenger in the front seat.

Orders for special jobs will not be accepted and no allowance will be made for any part of the standard equipment that is omitted by customer's order.

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## Four-Cylinder Models

### Upholstery

PLUSH of a very high grade is used for the upholstery of the Coupe and Sedan. Dull finished black leather is used for the Roadster and the Touring Car. Curled hair over double coil springs is used for padding the buttonless cushions and seat backs of all the models.

### Control

SPARK and throttle levers are conveniently located on the steering wheel, together with the horn button. The foot accelerator is of the button type and there is a rest for the foot. The Buick four-wheel brakes, the clutch and the starter are controlled by pedals, and there are levers for the gear shift and hand brake.

### Wheelbase

ALL four-cylinder models have a wheelbase of 109 inches. The bodies are hung low between the axles, giving low center of gravity, and the weight is well distributed for balance. These important features, together with the Buick

specially constructed springs, give the Buick Four its fine riding qualities.

### Motor

THE four-cylinder, four-cycle, Buick Valve-in-Head type motor will develop 35 actual brake horse power, and insures an abundance of speed. A unit power plant is formed by the motor, clutch and transmission, suspended at three points from the main frame. The cylinders have a bore of  $3\frac{3}{8}$  inches and a  $4\frac{3}{4}$ -inch stroke and are made from special semi-steel bloc casting. There is an extra heavy crankshaft with three unusually large bearings. Properly weighted pistons, connecting rods and flywheel insure smooth operation at all speeds. The exceptionally large valves are operated by automatically lubricated, noiseless, adjustable push rods. There is a new cylinder water outlet to conform to the new design radiator.

### Cooling

ALL cylinders and valves are entirely surrounded by water jackets and circulation is maintained

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by a centrifugal pump driven by spiral gears. The new design radiator is of the cellular type and has exceptional cooling capacity aided by a pressed steel radiator fan driven by an adjustable fan belt from the camshaft.

### Lubrication

LUBRICATION is the self-contained, constant level circulating splash system. It is operated by a self-thawing gear pump driven by spiral gears from the camshaft and completely enclosed in the lower part of the crank case. The possibility of breakage or freezing is further prevented by an automatic clutch on the pump shaft. There is an oil measuring gauge and drain plug conveniently located on the crank case, and an oil pressure gauge on the instrument board.

### Carburetor

AN improved automatic float feed type carburetor is used on the Buick Fours. A vacuum system connects it with the gasoline tank on the rear end of the frame. Automatic heat control insures proper vaporization at all speeds. There is an air regulator on the instrument board.

### Ignition

THE Buick Fours have a high tension, jump spark system. The current is supplied by a Delco generator and a storage battery. There is an automatic spark advance, and manual control by a lever on the top of the steering wheel.

### Starter

THE new Buick Fours are equipped with a complete Delco single unit system for electric starting, lighting and ignition. This is built as an integral part of the motor and is operated by a large storage battery. There is a combination switch with ammeter and automatic circuit breaker on the instrument board.

### Clutch

EASE of operation, positive action and smoothness in engagement are the outstanding characteristics of the famous Buick multiple disc, dry plate clutch on the Buick Fours. Only the

lightest pedal pressure is required to operate it and adjustment is very simple and accessible.

### Transmission

THE transmission is of the selective sliding gear type, with three speeds forward and one reverse. The positive interlocking hand control is integral with the gearset and is specially heat-treated. Made complete in the Buick shops, the Buick transmission is extremely quiet and efficient.

### Drive

A SINGLE large, automatically lubricated universal joint, fully enclosed propeller shaft and spiral gears in the rear axle transmit the power from the motor. A large ball joint enclosing the universal joint connects the propeller shaft housing to the rear end of the transmission. This ball joint takes both torque and drive.

### Rear Axle

THREE-QUARTER floating type rear axles are used on the new Buick Fours. All the weight of the car is taken on the axle tubes and only driving torque and steadying of the wheels are taken up by the axle shaft. The differential and wheels are mounted in high duty bearings and the pinion shaft is mounted on extra large ball bearings. Left-hand spiral gears in the axles are fully adjustable. The axle housing is kept in perfect alignment with the propeller tube by the third member.

### Brakes

MUCH greater braking efficiency than usual is afforded by the new Buick four-wheel brakes. They are of the external contracting type and operate on drums of unusual size and area on all four wheels. The hand or emergency brake is of the internal expanding type, with long brake lever to give ample leverage. It operates on the rear wheel brake drums only. Both sets of brakes are fully adjustable for wear.

### Front Axle

HEAVY front axles of the reverse Elliott type conform with the new brakes on the front wheels.

The steering knuckles and tie rod yokes are double heat-treated and drop-forged, the front wheels being securely mounted on ball bearings.

### Wheels

WHEELS on the new Buicks are of the artillery type with large hub flanges. They have twelve spokes and twelve hub bolts each. Twelve-inch brake drums are firmly bolted to both front and rear wheels. All wheels have demountable rims.

### Tires

CORD tires are standard equipment on all the new Buick Fours. On all models they are 31 by 4 inch, plain tread on front, anti-skid on rear.

### Steering Gear

THE new Buick Fours are built with the semi-irreversible split bronze nut and worm type of steering gear. It has a large, adjustable ball thrust bearing to take up wear. The steering wheels are seventeen inches in diameter. They have a horn button in the center and the closed models have aluminum spiders. Spark and throttle levers are on top of the wheel.

### Frame

THE frame is made of reinforced pressed steel channel sections with exceptionally strong and deep side members. Five heavy cross members increase its strength. The front spring shackle has a stop to prevent shifting of the axle. This stop is integral with the bracket. The brake rocker is carried on a separate boss on this bracket. There are integral supports for the gasoline tank and spare tire.

### Springs

FRONT and rear springs on the new Buick Fours are the semi-elliptic type, of special design to insure easy riding.

### Top

THE new tops carry out the graceful lines of the open models. They have patented gypsy quarter curtains, made of special waterproof fabric. The inside operating curtains open with the doors and the new fasteners are flush with the body. Tops are stationary on the closed models with door windows adjustable to any position.

### Windshield

THE windshields are made weather-tight by covered metal strips at the top. They are the two-piece ventilating type and are adjustable from inside the car. The closed models are equipped with sunshade and windshield wiper.

### Standard Equipment

ALL the new Buick Fours have combination dim and full headlights, with anti-glare lenses, parking lights on cowl, tail lamp and instrument panel lamp. The horn is motor-driven. There is a speedometer, gasoline gauge, tire carrier with extra demountable rim, (extra tires and covers are not part of standard equipment), jack, pressure grease gun and a full kit of tools. A transmission lock and cowl ventilator are other features. All closed models are equipped with heaters.

Orders for standard jobs only accepted and no allowance will be made for any part of the standard equipment that is omitted by customer's order.

#### BUICK SIX PRICES

Model 24-Six-41—Five-Passenger Double-Service Sedan . . .	\$ 1695	Model 24-Six-49—Big Seven - Passenger Touring	\$ 1565
Model 24-Six-44—Two-Passenger Roadster . . .	1275	Model 24-Six-50—Big Seven-Passenger Sedan . . .	2285
Model 24-Six-45—Five-Passenger Touring . . .	1295	Model 24-Six-51—Brougham Sedan . . . . .	2235
Model 24-Six-47—Five-Passenger Sedan . . . . .	2095	Model 24-Six-54—Three-Passenger Sport Roadster . . . . .	1675
Model 24-Six-48—Four-Passenger Coupe . . . . .	1995	Model 24-Six-55—Four-Passenger Sport Touring	1725

#### BUICK FOUR PRICES

Model 24-Four-33—Four-Passenger Coupe . . . . .	\$ 1395	Model 24-Four-35—Five-Passenger Touring . . . . .	\$ 965
Model 24-Four-34—Two-Passenger Roadster . . . . .	935	Model 24-Four-37—Five-Passenger Sedan . . . . .	1495

*All prices f. o. b. factory*



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## Buick Authorized Service

*The same qualities that have made Buick cars the Standard of Comparison are reflected in the Buick Authorized Service organization from coast to coast.*

WHEN the motorist buys a Buick car from a Buick dealer he effects a service connection that is unmatched anywhere. Buick Authorized Service, stretching from coast to coast, is unified by the same spirit that has enabled the immense manufacturing organization at Flint to make Buick the Standard of Comparison.

Buick Service has developed with the Buick car. It has been a vital and outstanding part of Buick policy from the outset. And like the Buick car it is being constantly studied in order that it may be made of still greater value to the motorist.

The utmost care has been taken to select as dealers men of integrity and high standing.

The reputation that has been won everywhere by these conscientious and progressive men is adequate proof of the soundness of Buick judgment.

### A Standardized Organization

Buick has been able to keep this service organization fully standardized through the medium of the Buick Service Department at Flint, which is constantly devising new methods and new machinery for service station use. Whenever you see the Buick Authorized Service sign you will find competent mechanics, modern equipment that will insure prompt and exact work, and genuine Buick parts.

There is a wholesale department in all principal cities and these are used as headquarters for the traveling force. This force covers the various territories regularly and keeps every dealer in close touch with developments in Buick policy and practice. By this means Authorized Buick Service Stations receive expert advice and attention.

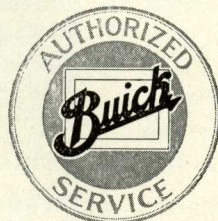
Such service as that given by Buick Authorized Service Stations would be valuable even if it were to be found in only a few places. But because its scope is nationwide it becomes a foremost asset to the car buyer.

### Uninterrupted Transportation

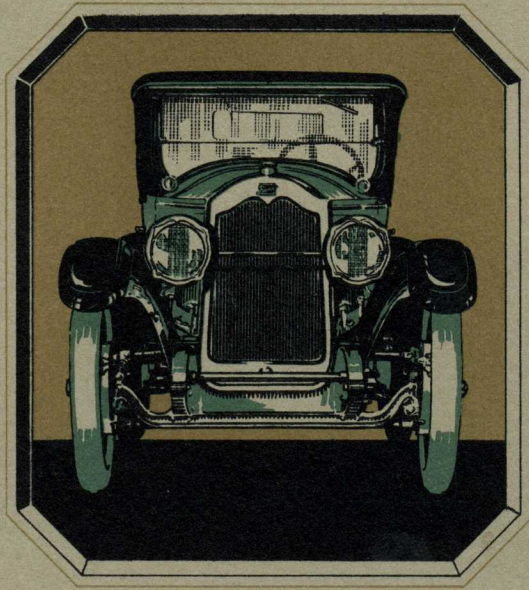
Authorized Service is an assurance of uninterrupted transportation and insures the Buick owner of the continual use of his car.

The interest of the dealer and of the whole Buick organization does not end with the sale of the car. It extends to the performance of the car after it has been sold. Every Buick must give complete motoring satisfaction and the Buick Authorized Service organization is established so that it will insure such satisfaction.

Buick Authorized Service embodies the ideals that have made Buick the Standard of Comparison.



*Emblem of Satisfaction*



# Buick

FOR NINETEEN  
TWENTY - FOUR

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