



Buick

FOR NINETEEN
TWENTY - FOUR



Features of the New Buick for 1924 in Brief

The outstanding merit of the new Buicks for 1924 is especially apparent in the mechanical units of its sturdy chassis. Sound engineering principles, correctly adapted by means of thorough study and tests, 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 at all times.

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

Through distributing pipes the oil is forced to each main bearing and the first camshaft bearing. From the main bearing 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 bloc 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. Large valves contribute to the power and speed and double valve springs insure quiet action.

Water Pump Packing

The new water pump adds greatly to the efficiency of the new Valve-in-Head motor. The water pump pack-

ings 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 accidental breakage without replacing the entire crank case.

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. 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-quarter wrapping when the car is going forward and one-quarter wrapping when the car is going backward. This gives the greatest braking effect where it is most needed. The simple arrangement of these brakes aids in the easy steering of the car, as the outside front brake is automatically released in turning corners. The brake pedal works through one pull rod con-

nected to an equalizer and operates front and rear brakes at the same time.

Conveniently Arranged Controls

Examination of the driving compartments of the new Buicks reveals how conveniently everything has been arranged for the driver. The seat is of proper height, and tilted at a comfortable angle. The steering wheel, too, is placed at the most comfortable position and correct angle. 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 hands and operate easily and efficiently.

New Spark and Gas Control

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

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. The seats are tilted at an angle that adds still further to comfort.

BUICK MOTOR COMPANY • FLINT, MICHIGAN

Division of General Motors Corporation

SPECIFICATIONS IN BRIEF

1924 Buick Six-Cylinder Models

WHEELBASE—Models 24-6-41, 24-6-44, 24-6-45 and 24-6-47, 120 inches. Models 24-6-48, 24-6-49, 24-6-50, 24-6-51, 24-6-54 and 24-6-55, 128 inches.

MOTOR—Six-cylinder, four-cycle, Valve-in-Head type. Completely self-lubricating. Detachable head. Suspended at three points from main frame on detachable arms. Cylinders $3\frac{3}{8}$ -inch bore by $4\frac{3}{4}$ -inch stroke, special semi-steel bloc casting. Seventy actual brake horse power. Speed rated at from 60 to 70 miles per hour.

LUBRICATION—Automatic force feed system. Self-thawing pump driven by spiral gears from camshaft. Chassis lubricated throughout by pressure gun system.

CARBURETOR—Automatic float feed type with automatic heat control.

IGNITION—High tension, jump spark type, electric generator and storage battery. Automatic spark advance.

STARTER—Complete Delco single unit system for electric starting, lighting and ignition, with large storage battery.

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 extra rim, jack, pressure grease gun, pump, tire repair kit, complete set of tools, gasoline gauge, transmission lock, cowl ventilator, windshield wiper, running board scuff plates, etched aluminum threshold plates.

In addition to foregoing, Models 54 and 55 have clock, rear view mirror, beveled plate glass wind-

clock and dash gasoline gauge not standard equipment on Model 24-41 Sedan

1924 Buick Four-Cylinder Models

WHEELBASE—All models 109 inches.

MOTOR—Four-cylinder, four-cycle, Valve-in-Head type, removable head, automatically lubricated. Unit power plant suspended at three points from main frame. Cylinders $3\frac{3}{8}$ -inch bore by $4\frac{3}{4}$ -inch stroke. Special chilled semi-steel bloc casting.

LUBRICATION—Self-contained, constant level circulating splash system, operated by self-thawing gear pump driven by spiral gears from camshaft and completely enclosed in lower part of crankcase.

CARBURETOR—Automatic float feed type with automatic heat control supplied by vacuum system from gasoline tank mounted on rear end of chassis frame.

IGNITION—High tension jump spark system, current supplied by electric generator and storage battery. Automatic spark advance.

STANDARD EQUIPMENT—Combination dim and full headlights, with anti-glare lenses, parking lights on cowl, tail light and instrument panel lamp, motor-driven horn, speedometer, gasoline gauge, tire carrier with extra demountable rim, jack, pressure grease gun, full kit of tools,

CLUTCH—Multiple disc, dry plate type.

TRANSMISSION—Selective sliding gear type, three speeds forward, one reverse.

REAR AXLE—Full floating type.

BRAKES—Buick four-wheel brakes, external contracting type. Hand brake of internal expanding type.

WHEELS—Artillery type with large hub flanges. All wheels have 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 $4\frac{1}{2}$ inch. Cord tires are standard equipment on all models.

SPRINGS—Front springs semi-elliptic. Rear springs Buick full floating cantilever type.

WINDSHIELD—New windshield adjustable from inside. Open models 24-6-49, 24-6-54 and 24-6-55 and all closed models have windshield wiper, rear vision mirror and sunshade.

shield wings, rubber step pads with nickel guards, rubber heel pads in driving compartment, full carpets, gasoline gauge on dash, and cigar lighter.

Following are also standard equipment on all closed models: Clock, dash gasoline gauge, rear vision mirror.

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

Orders for special jobs not accepted. No allowance made for any part of standard equipment omitted by customer's order.

STARTER—Complete Delco single unit system for electric lighting, starting and ignition, with large storage battery.

CLUTCH—Multiple disc, dry plate type.

TRANSMISSION—Selective sliding gear type, three speeds forward and one reverse.

REAR AXLE—Three-quarter floating type

BRAKES—New Buick four-wheel brakes of external contracting type. Hand brake, internal expanding type.

WHEELS—New artillery type with large hub flanges.

TIRES—On all models 31 by 4 inch cords.

SPRINGS—Front and rear springs semi-elliptic type.

WINDSHIELD—New windshield adjustable from inside.

transmission lock and cowl ventilator. Closed models equipped with heaters.

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