

A decorative border with a central text box. The border consists of a dark outer line and a white inner line. The corners are rounded and feature ornate, symmetrical scrollwork designs. The central text box is white and contains the word "Bwick" in a bold, black, Gothic-style font. The background of the page is a light gray color with a fine, vertical-line texture.

**Bwick**

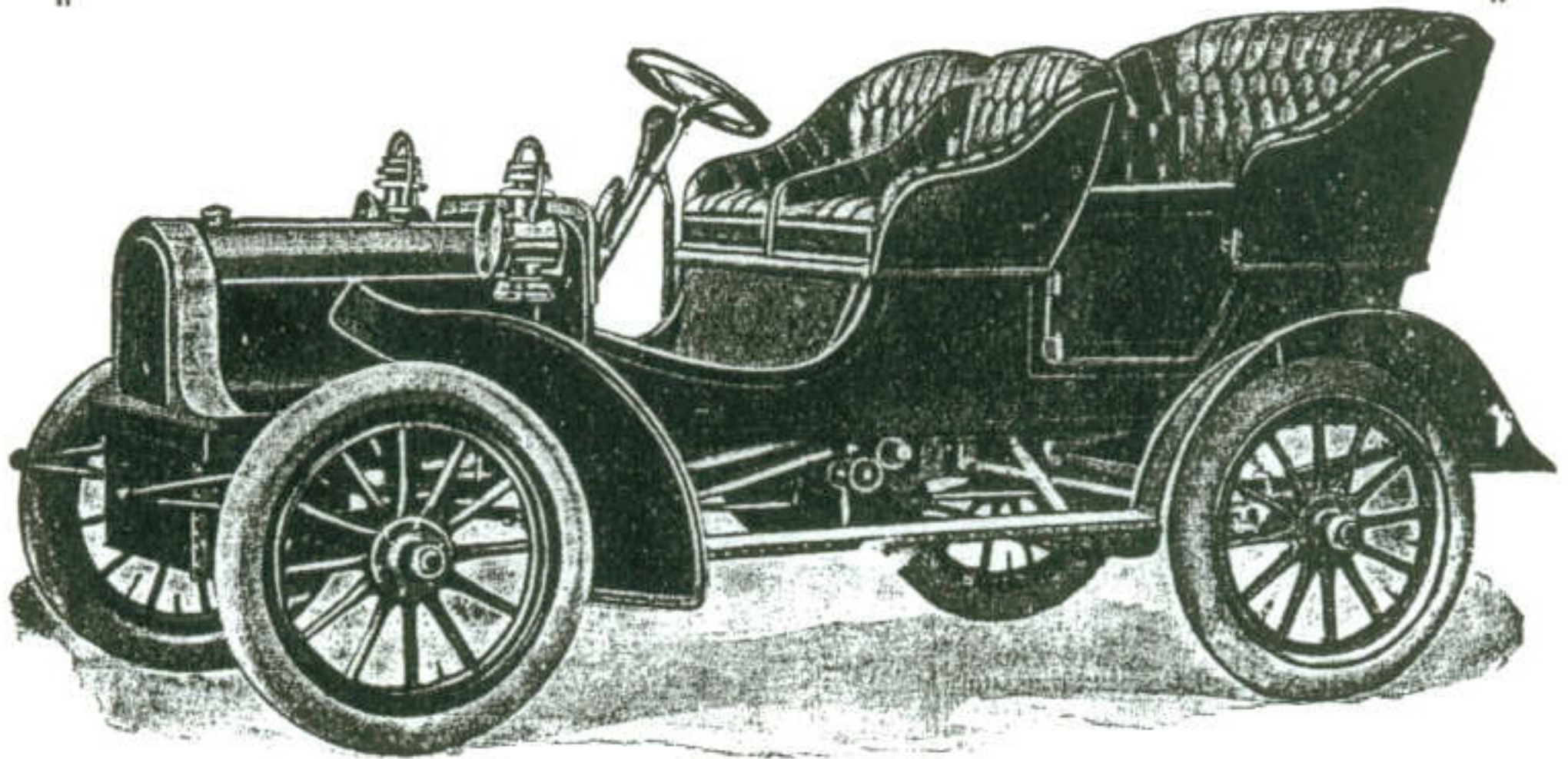
**Buick**

**Good Everywhere**

**BUT**

**Best on Hills.**

**A sensible car at a sensible price  
for sensible people.**



**"Model" C, Price, \$1200**

**Guaranteed 22 B. H. P.**

**Correctly Designed**

**Honestly Constructed**

**Complete in Every Detail**

**A New Standard in Automobile Values**

**Factories**

**Flint and Jackson**

**Michigan**

**Buick**  
**MOTOR CO.**

**Jackson**

**Michigan**

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# BUICK

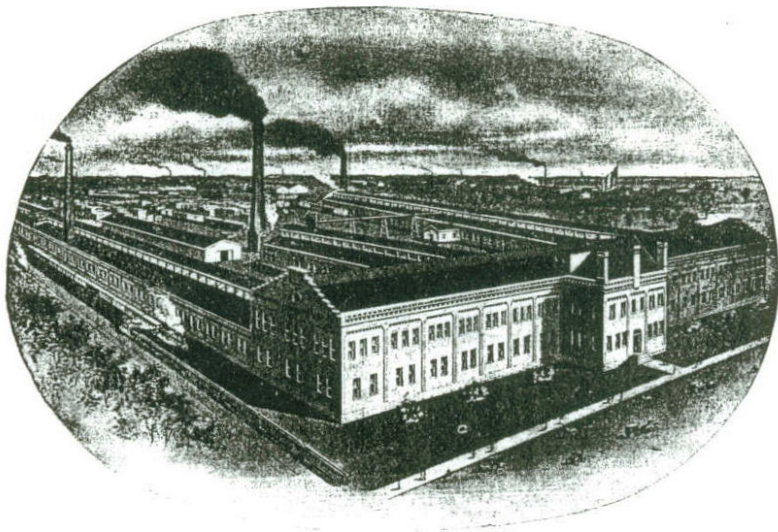
## Capital (Paid In) \$500,000

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### Officers and Directors

C. M. Begole, President	David D. Buick, Secretary	
W. S. Ballinger, Treasurer		
W. A. Paterson	W. F. Stewart	P. H. Withington
J. H. Whiting	Geo. L. Walker	W. C. Durant



### THE HOME OF THE BUICK

The Largest Automobile Plant in Michigan

It requires something besides "capital" and "plant" to make automobiles—that is the reason why Mr. Walter Marr, the recognized expert, who has had over 20 years' experience in this line, is associated with us as designer and superintendent of constructions.

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Engine Works:

Flint,  
Michigan

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MOTOR CO.

Jackson  
Michigan

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## Our Claims

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A  $4\frac{1}{2}$  x 5 inch double-opposed cylinder engine, developing 22 B. H. P.

### A Car

that will take any hill "suitable or safe" for automobiling on high speed gear.

### "A Car

of quality" as well as power. Simple in construction—built for wear.

### A Car

that can be operated almost exclusively on high speed gear. Range of speed on high gear 5 to 45 miles per hour.

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All communications regarding Agencies should be addressed . . .

**BUICK**  
MOTOR CO.

**Jackson**  
**Michigan**

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# Buick

## Our Performance

At Eagle Rock, Thanksgiving, November 24, 1904. The phenomenal record made by a regular stock model "Buick" taken from the garage of Mr. H. J. Koehler, our local dealer, at Newark, N. J. The car used in this contest was not specially built or geared for Hill Climbing or racing, nor was it operated by a professional.

Note.—Many of the cars in this event were specially built and specially geared and driven by factory experts.

Cars.	Price.	H. P.	Time.
Pope Toledo.....	\$3500	24	2.15 4-5
BUICK .....	1200	22	2.18 2-5

Winner in its class over seven competitors in sensational record-breaking event. Former record by cars of this price, 4.13½.

Cars.	Price.	H. P.	Time.
Mathewson .....	\$5000	24	2.21 4-5
Thomas .....	3000	40	2.42 4-5
Columbia .....	4000	30	2.53 4-5
Franklin .....	1650	10	4.08 3-5
Rambler .....	1350	16	5.25 1-5

Referring to the above, it will be observed that we are using higher priced cars only for comparison. See official record for performance of lower priced cars.

**Factories**  
Flint and Jackson  
Michigan

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## *A Letter*

*New York Office*  
**Buick Motor Company**  
*52 Broadway*

JAS. ARTMAN, President,  
Cycle & Auto. Trade Journal,  
Philadelphia, Pa.

Dec. 19, 1904

Dear Sir: The statement made by your Mr. Arnold (writing under the nom de plume "Hugh Dolnar") in October, 1904, issue "Cycle & Automobile Trade Journal," to the effect that in his presence and with Prony Brake in good order, the "Buick" two-cylinder 4½x5-inch Motor developed 227-32 H. P. at 924 R. P. M. *is generally discredited.* I believe some of our competitors "who need more power and don't know how to get it" are very largely responsible for it—at the same time, I think we are both interested in setting the public right.

The "Journal," as one of the leading publications devoted to the up-building of the Automobile industry, *cannot* afford to let the impression prevail that its special correspondent is sent out to misrepresent, and I am equally certain that the Buick Company *will not* make any claims that cannot be substantiated.

This matter should be taken up promptly and vigorously. What have you to suggest? Wire fully, my expense.

Respectfully yours,

W. C. DURANT,

for Buick Motor Co.

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## The Reply

OFFICE

*Cycle and Automobile Trade Journal*  
*Philadelphia, Pa.*

BUICK MOTOR CO.,  
52 Broadway, N. Y. City.

Dec. 20, 1904

Gentlemen: It is not usual for Journals of "standing" and "character" to take notice of rumors or through their editorial columns discuss the relative merits of competing lines. As this is a case involving our "veracity" and "intent," we are most decidedly interested, and not only thank you for bringing the matter to our attention, but will be pleased to co-operate with you in proving our absolute good faith.

We are not surprised that the statement to the effect that your Messrs. Buick and Marr have succeeded in producing a 4½x5-inch two-cylinder engine of 22 B. H. P. created a sensation, as it is certainly very much in excess of power usually developed by engines of this size.

We made the statement as a news item of interest to all makers and users of Automobiles. We considered it worthy of special notice and attention, as we thoroughly believed that Mr. Arnold's figures were correct, knowing him to be a man of great ability and experience in mechanical matters. It will not be difficult to verify Mr. Arnold's statement, and, as he is in Michigan, we have instructed him to visit your factory at Flint again, and prove his figures, so that there can be absolutely no doubt about them.

Respectfully,

CYCLE & AUTOMOBILE TRADE JOURNAL,

JAMES ARTMAN, *Editor.*

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## The Proof

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In order to successfully prove the correctness of the statements regarding the power of the Buick Motor, Mr. Arnold (pen name "Hugh Dolnar") visited our factory at Flint, Michigan, on December 22, 1904.

Exhaustive tests developed the fact that his previous statements regarding the power of the Buick Motor WERE NOT EXAGGERATED—on the contrary, WERE UNDERESTIMATED. He gives the following figures for the three tests made on that date.

Size of engine—Two cylinder opposed, 4½x5 inches.

Test No. 1.—23 B. H. P., at 1152 R. P. M.

Test No. 2.—26.4 B. H. P., at 1320 R. P. M.

Test No. 3.—29 B. H. P., at 1320 R. P. M.

While we only claim 22 H. P., the above shows an average of 27.7 B. H. P., at 1320 R. P. M.

We not only have great power, but have it perfectly controlled as well.

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Flint and Jackson  
Michigan

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MOTOR CO.

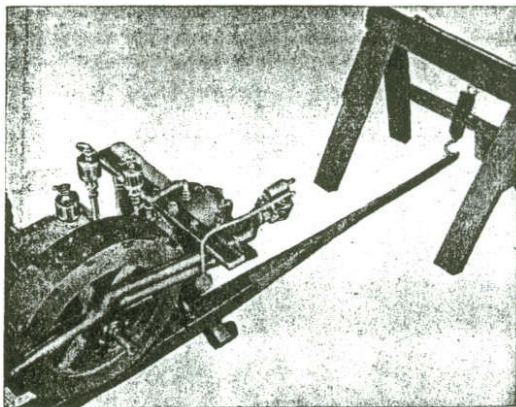
Jackson  
Michigan



# Buick

## More Proof

On pages 205 and 206 in the January, 1905, issue "Cycle and Automobile Trade Journal" will be found Mr. Arnold's full report with photographs and facts which are very convincing.



Buick Motor on testing stand, with Brake on the fly-wheel, in making the December 22, 1904, test, in which the Buick Motor, a pair of opposed  $4\frac{1}{2} \times 5$  inch stroke cylinders, showed better than **29 BRAKE HORSE POWER** at 1320 crankshaft turns per minute.

In closing his article Mr. Arnold writes as follows: "Gas Engine builders who assert that not more than 16 B. H. P. can be had from a pair of  $4\frac{1}{2} \times 5$  opposed cylinders are evidently more familiar with their own motors than with the 'Buick' Model under test."

Factories  
Flint and Jackson  
Michigan

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# BUICK

## Specifications

### *Frame*

Angle iron with cross supports and corners reinforced.

### *Motor*

Two cylinders,  $4\frac{1}{2} \times 5$  inches double opposed. Inlet and exhaust valves, mechanically operated. Cams, rollers and cam shaft are contained in crank case and run in oil bath.

Crank case is divided through the centre, permitting access to the bearings without removing the motor from the chassis.

Oil reservoir cast in crank case cover.

**Carburetor** is of the float-feed type.

**Ignition** is by jump spark. We use the Splitdorf improved double spark coil.

**Water System**—Circulation is secured by gear driven pump. The radiator is of the continuous tube type with square fins, so constructed and placed as to keep cylinders cool under any and all conditions.

**Control**—Motor speed is controlled by foot throttle. Spark lever placed upon steering column.

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## *Transmission*

Planetary system.

Six steel gears (no fibre or internal gears).

Two speeds forward—one reverse.

Direct drive on high speed gear.

All gears run in oil, bath in oil tight case.

**Clutch**—Cone type, spring tensioned.

## *Lubrication*

This most important feature is cared for by mechanical force feed multiple oiler, absolutely dependable under all conditions. Instead of relying upon COMPRESSION the oil is forced to all important bearings under pump pressure in excess of 125 lbs. to the square inch.

## *Running Gear*

**Tread**—56 inches.

**Wheel Base**—85 inches.

**Clearance**—9 inches.

**Wheels**—30 inches, artillery type.

**Tires**—30x3½ inches, detachable.

**Springs**—Three-quarter elliptic in front, semi-elliptic in rear; made from best oil tempered steel and graduated to carry with reasonable resiliency a normal load.

**Front Springs**—1¾ inches wide, 36 inches long; five leaves.

**Rear Springs**—1¾ inches wide, 40 inches long; six leaves.

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**Axle Bearings**—Roller front and rear.

**Steering** is by wheel with tilting column, giving free access to driver's seat. When in use, column is held in place by mechanical device of our own construction, insuring perfect safety and control.

**Brakes**—Raymond double acting band brake on differential operated by foot pedal.

## *Tank Capacities*

Gasoline—16 gallons.

Water—5 gallons.

This car has shown on good roads 21 miles per gallon gasoline, with no perceptible loss of water in 500 miles.

## *Body*

Wood.

Two individual front seats.

Side entrance tonneau, with rear seat sufficiently wide to carry three people comfortably. Extra wide door (hinged in front), having perfect clearance and giving easy access.

**Dash**—Laminated wood. The dash is separate from the body and fastened to the hood, allowing the removal of the body without disconnecting any of the wires or small tubes.

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**Hood**—Steel, of attractive design, covering gasoline and water tanks.

**Fenders**—Steel, of ample width and very securely fastened.

Battery box and tool box under operator's seat.

**Upholstery**—Best machine buffed leather, with heavy roll around top of seats.

**Finish**—Body and hood Royal blue, striped with gold and black. Running gear, ivory white, striped with Royal blue and black.

All bright parts brass-plated.

It is our intention to have the "Buick" compare favorably in finish and trimming with any of its class, and to that end every detail will have our best intention.

## *Equipment*

Two side oil lamps.

One rear oil lamp.

Horn and tube.

Complete tool kit, including tire repair outfit.

## *Safety Cranking Device*

Model "C" is equipped with attachment which makes it impossible to crank the engine with the spark in the advanced position.

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## *Extras*

Canopy top.

Cape Cart top.

Auxiliary springs.

Robe or apron. Made of good, heavy rubber, fitting over the dash to protect the driver in stormy weather, and in such a manner as not to interfere with the driver when operating the machine.

## *Weight*

1740 pounds.

## *Horse Power*

22 B. H. P. guaranteed.

## *Price*

\$1200.00

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## *Buick Motor Co.*

*Member A. L. A. M.*

*Jackson, Mich.*

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## A Few Agencies

SIDNEY B. BOWMAN AUTOMOBILE CO.  
New York City

ORLANDO F. WEBER CO.  
Chicago and Milwaukee  
Agents for States of Illinois and Wisconsin

OHIO MOTOR CAR CO.  
Cleveland, Ohio  
Agents for State of Ohio

POWELL AUTOMOBILE CO.  
Omaha, Nebraska  
Agents for State of Nebraska

KENTUCKY AUTOMOBILE CO.  
Louisville, Kentucky  
Agents for State of Kentucky

TREMONT GARAGE  
541 Tremont St., Boston, Massachusetts

MICHIGAN AUTO CO.  
Grand Rapids, Michigan  
Agents Western Michigan

PENN. ELECTRIC VEHICLE CO.  
Philadelphia, Pa.

CUYLER LEE  
Los Angeles, California  
Agent Southern California

WHITE-BLAKESLEE MANF'G CO.  
Birmingham, Alabama  
Agents State of Alabama

H. J. KOEHLER CO.  
Newark, Orange, Montclair  
Agents for Northern New Jersey

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*Watch This  
List Grow*

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Jackson  
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