



Buick

BUICK

Valve-in-Head

MOTOR CARS

*Five considerations to guide the purchaser
of a Motor Car:*

Manufacturer's facilities
Manufacturer's plan
Correctness of the chassis
Availability of a suitable body type
Service back of the car

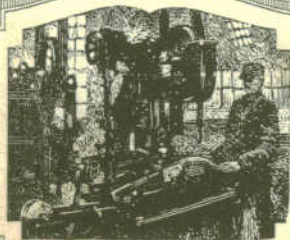
These five factors are discussed in this book

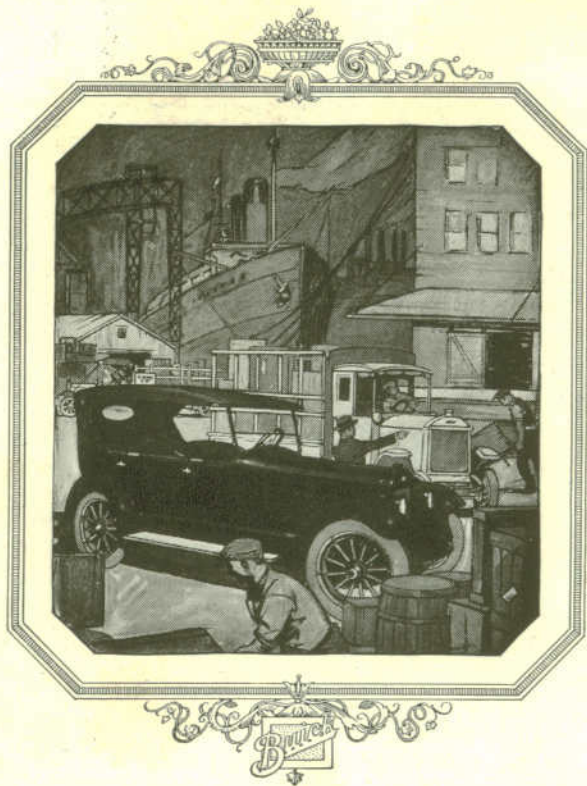
SIX AND FOUR CYLINDER
OPEN AND CLOSED MODELS
FOR NINETEEN TWENTY TWO

BUICK MOTOR COMPANY

Pioneer Builders of Valve-in-Head Motor Cars

MAIN OFFICE and FACTORY: FLINT, MICHIGAN
Branches in All Principal Cities — Dealers Everywhere





*M*ODERN business demands modern equipment — and what time-saving machinery has done for industry in general, the motor car has done for the individual.

GAHRAN - PINCHBECK CO., Inc.
SALES ROOM
286 CENTRAL AVE.
ALBANY. N. Y.

Buick for Nineteen Twenty Two

Sixes and Fours

THERE are five factors that should influence the buyer in the selection of his motor car.

First of all, what are the manufacturer's facilities and policies, as evidenced by the manufacturer's standing in the industry?

Second, what are the production plans and the system of manufacture? These are important for they bear on value received for money expended.

Third, is the chassis mechanically correct in preserving the proper relation between power and load, comfort and safety, performance and durability?

Fourth, does the manufacturer furnish a body type exactly suited to the buyer's motoring requirements?

Fifth, what is the extent of the manufacturer's desire, once the car is bought, to guarantee the owner uninterrupted transportation?

One would hardly be justified in purchasing a motor car solely on the strength of one or even several of these factors. Only when the five are properly co-ordinated is true motor car efficiency found.

Thorough consistency in all of these factors is seen reflected in Buick for Nineteen Twenty Two. Manufactured in the efficiently organized Buick factory according to policies and principles that have been distinctly Buick for many years, the new Buick reaches the highest pinnacle in its development.

Critical and experienced motorists, who have in their own way considered these factors, have found that the

purchase of a Buick is an investment in a perfectly developed, well-engineered motor car, precisely manufactured and backed by authorized service.

And each of the eleven models for Nineteen Twenty Two has a particular range of usefulness, permitting any purchaser to select a Buick car exactly suited and equipped to serve him to the utmost limit of his demand for utility.

The complete line for the season consists of seven six-cylinder models and four four-cylinder models, built to one standard of mechanical excellence. The Buick principle of motor design and chassis construction is embodied in three open and four closed body types on the six-cylinder chassis and in two open and two closed body types on the four-cylinder chassis.

Vital features are common to all eleven models. Chassis units, properly related and balanced, have been developed and proven by time and use. And the different body types have been similarly developed to give each a certain scope to suit the needs of individual motorists. So consistent have engineers been in adhering to accepted ideals of design and construction that the purchaser of any one of the new Buick cars, Six or Four, is assured the character of serviceability for which Buick has always been known. As in other years, each Buick must and will "bear its proportion of the responsibility of maintaining that high prestige which Buick cars have attained."

The unusual value built into Buick for Nineteen Twenty Two cannot be attributed to engineering efficiency alone. While mechanical excellence has been arrived at through twenty years' unwavering fidelity to definite engineering principles, Buick manufacturing facilities have made possible the economical and satisfactory fulfilment of engineers' specifications.



The main office of the Buick Motor Company, Flint, Michigan

The manufacturing area at Flint is more than one and one-half miles long and from two to four city squares wide. It comprises in all more than forty separate plants, each contributing to the manufacture of Buick cars alone.

This great area hums with industry; yet, its operations are so scientifically directed that its smoothness and order astonish the casual observer. What is known as the Buick system of progressive manufacture is employed, the two-score buildings and the many departments being arranged so that each succeeding operation follows naturally after the one that preceded it.

During the past five or six years, Buick production has increased so immensely that it has been possible to make greater strides each season in the handling of each operation. Considerable special machinery has been designed and bought that increases the quality of the various parts that go to make the Buick and at the same time reduces their manufacturing cost.

In the production system, with its countless short-cuts and improved methods, each workman becomes expert in performing his individual operations.

The whole manufacturing organization might be compared to a river with endless tributaries and emptying into a gulf. The "gulf," in this instance, is the huge acceptance station where the cars are received before being loaded for shipment. The "tributaries" are the various factory departments in which the parts are made and finished and sent on their way to join the main procession as it passes. As the parts merge toward a central stream they are assembled into the motor car, and the car, as it moves along the line, gathers more and more of the mechanisms, which complete the finished Valve-in-Head product.

To the buyer of a fine motor car, Buick manufacturing facilities and production plans are of great importance. For they are a guarantee that the mechanical units, designed and properly related to one another, are manufactured just as the Buick Motor Company would have them. And the buyer profits by the unusual quality thereby built into Buick cars and also by the low manufacturing costs that consequently result.

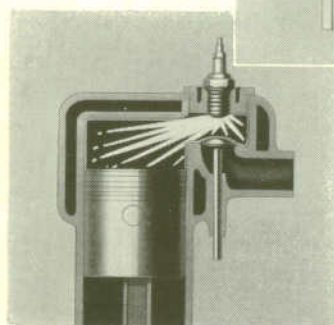
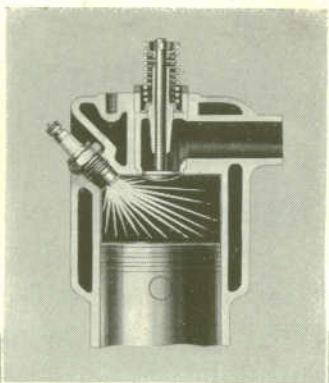
The development of the Buick manufacturing organization has been very similar to the development of the Buick Valve-in-Head motor and chassis. In both, constructive advancement has been made by the processes of improvement and elimination.

Satisfied at the start with the correctness of the Buick Valve-in-Head design because of their experience in building marine motors of that type and because its simplicity formed a logical basis for development, Buick engineers have concentrated their efforts on this one type of motor design for more than twenty years and have thereby improved it season after season.

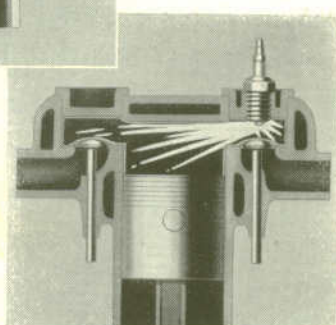
In discussing types of motor design, it is well to bear in mind that all internal combustion motors are heat engines; that is, they are operated by the expansion of heated gases generated as a result of the explosions, rather than by the explosions themselves. And, in addition, the more perfectly the cylinders are cleaned out of expanded gases, the purer the incoming charges of gasoline will be and the more perfectly they will burn, creating a greater amount of heat from a given amount of gasoline and air.

And as it is impracticable to use all of the heat generated, because it soon becomes so great as to be destructive, the problem becomes one of permitting only a certain amount of heat escape and of cleaning out the expanded gases quickly and efficiently.

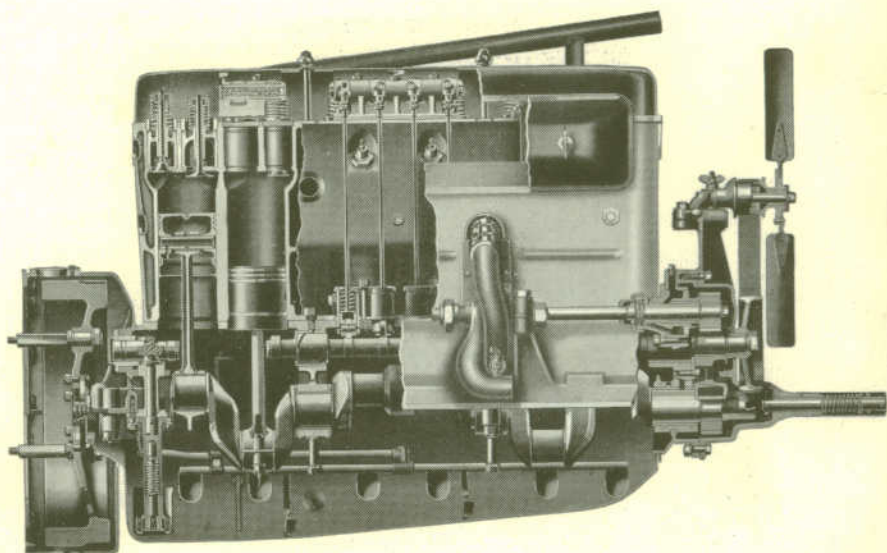
The
Valve-in-Head type,
with its simple,
compact combustion
chamber



The L-Head Type



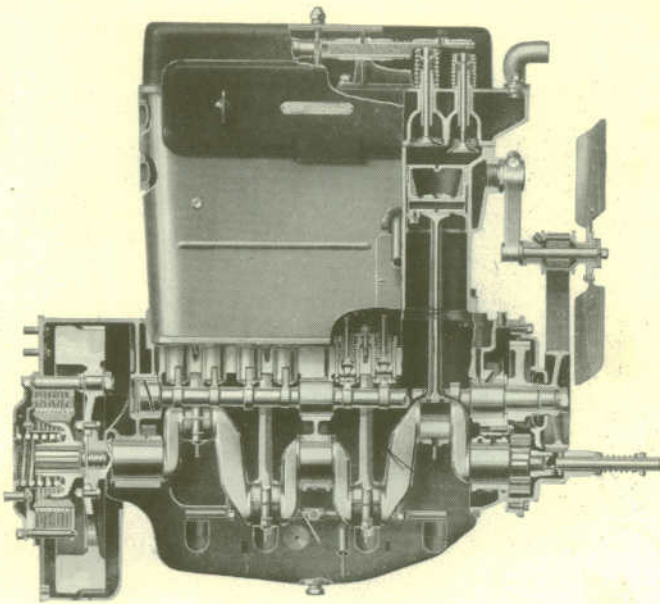
The T-Head Type



The Buick six-cylinder Valve-in-Head motor

These two things give the biggest reasons for the Valve-in-Head design, by which the valves are located in the tops of the cylinders, right above the pistons, with the spark plugs opening right into the cylinders also. This means a small, simple, compact combustion chamber with the smallest possible water jacketed or cooling space. In the L-head and T-head motors the valves are located in pockets at the side, necessitating a complicated explosion chamber with a materially increased water jacketed space to absorb heat and power.

The Buick Valve-in-Head motor, because of its greatly reduced water jacketed space, does not waste heat, but saves it for power against the pistons which operate the crankshaft. And the dead gases are quickly and easily expelled through the large valves, instead of being forced around corners, as in the L-head and T-head types. The incoming gases are pure and the electric spark has the minimum distance to travel in doing its work in the Valve-in-Head motor.

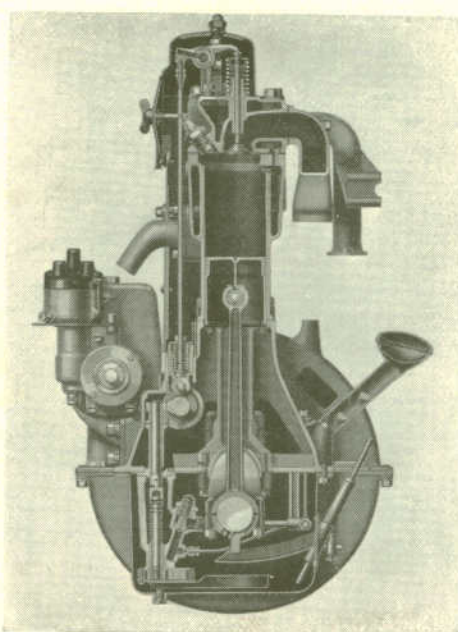


The Buick four-cylinder Valve-in-Head motor

The net result of these characteristics of design is to give the Buick motor more perfect combustion, a quicker ignition of the charge and a smaller loss of heat through the water jackets. The sum of these advantages is more power and less gasoline consumption.

And with the new automatic heat control, ideal vaporizing conditions are obtained, as all the heat required for the proper handling of the car at low speed and at the various ranges of speed is applied.

This is accomplished by placing a valve in the exhaust line with pipes connecting to a large heat jacket on the carburetor. The valve in the exhaust line is connected to the throttle in such a manner as to force all of the exhaust gas around the carburetor at closed throttle and a decreasing amount of exhaust gas around the carburetor as the throttle is opened. The heat control is adjustable for various climatic conditions.

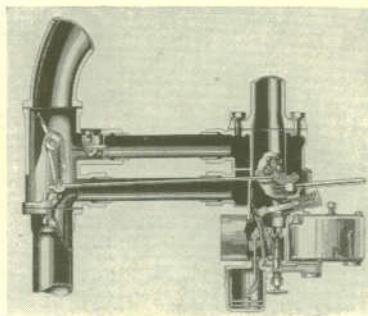
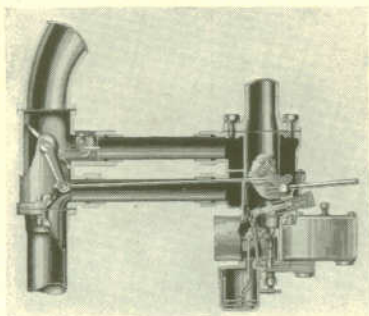


This sectional end view of the Buick motor shows the sturdy construction, and details of the valve, rocker arm and push rod assembly, which is distinctly Buick

During these years the improvements in Buick design and construction have been so many that the cars of today have little in common with the first Buick car except the Valve-in-Head principle.

Virtually every part, big or little, that goes into the makeup of the finished car is as distinctly Buick as if the name were stamped into it. The motor, for example, in either Six or Four does not look like any other motor, nor does any other motor perform just like it, because the relation of the parts is so perfectly adjusted and co-ordinated—an achievement that has come from years of patient study.

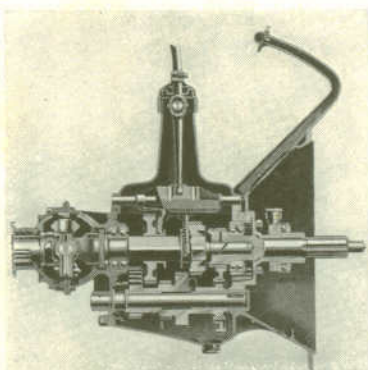
While great emphasis has been laid upon the correct design and manufacture of every part, it should also be added that only in conjunction with the rest of the parts as presented in the Buick car do they reach their highest state of efficiency.



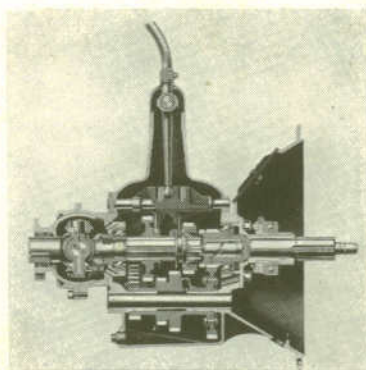
The new automatic heat control, which provides ideal conditions for the vaporization of fuel at all speeds. The view at the left shows the control adjusted for normal temperature; the view at the right, for extremely hot weather

A typical illustration of this engineering accomplishment is the distinctive Buick transmission, the type of which, like all other vital parts, is used in connection with both the Six and the Four Valve-in-Head motors. The simple construction of the patented gear shift control makes it possible to change from one speed to another with but a slight movement of the hand.

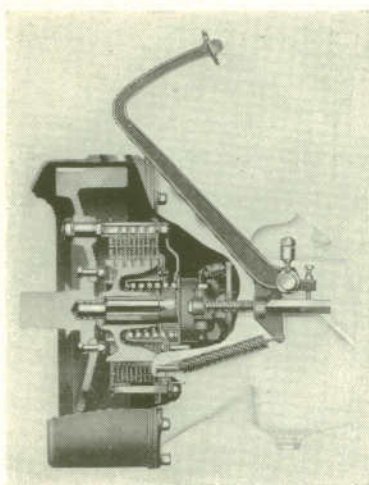
Being virtually an integral part of the transmission, the Buick universal joint is constructed to stand unusual torsional and transverse strains and is also automatically lubricated by a constant flow of oil between the transmission case and the joint.



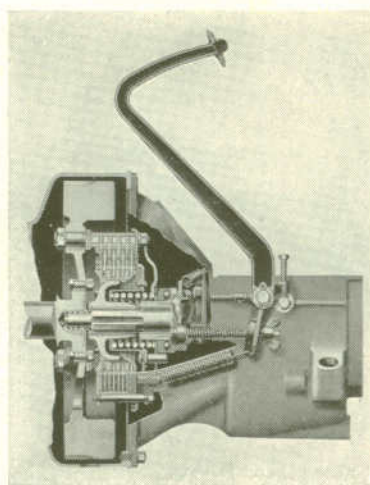
The Six transmission



The Four transmission



The Six clutch



The Four clutch

Just as the transmission and universal joint are at their best when working in conjunction with the Valve-in-Head motor, so is the special Buick clutch adapted to the same motor.

The heavy rotating parts of the clutch are carried by the flywheel and only the very light parts are carried by the transmission, which prevents the clashing of gears in changing from one speed to another. The special design of the clutch surfaces makes it extremely positive, yet gentle in engagement. And being a dry plate clutch it is never necessary to oil it.

Another example of Buick thoroughness is the rear axle used on either the six or four-cylinder chassis. In either case the full weight of the car is carried by the axle housing and tubes rather than on the axle driving shafts. This relieves the propelling mechanism from all save driving strains, preventing undue wear on the working parts.

And both rear axles are reinforced by a third member, which is a superior type of construction that eliminates

all twisting or weaving in the rear axle, adding to the life and efficiency of the axle.

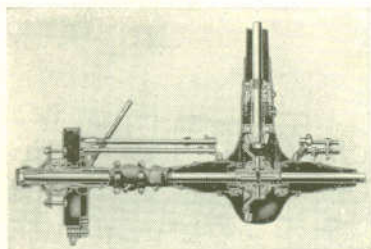
The consistency of Buick in this harmonious collection of mechanical units, properly balanced and coordinated, has resulted in a well-engineered chassis.

After all, the correctness of the chassis is the basic consideration by which a purchaser should judge a car. As chassis design and strength determine the economy, dependability, comfort and durability of the car's performance, so should chassis design influence the buyer in selecting his car.

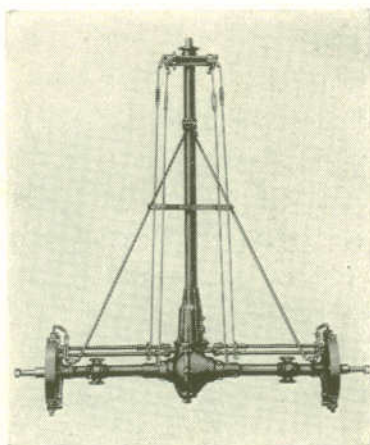
The correctness of Buick design is reflected in Buick performance and is brought home with ever-increasing emphasis the longer the car is run.

After selecting a Buick chassis, a purchaser has the still further advantage of being able to choose a body type exactly suited to his individual motoring requirements.

With either axle, the weight of the car is carried by the axle housing



The Six rear axle



The Four rear axle

The third member construction is used to reinforce both axles

The Three Passenger Roadster

Model 22-Six-44

EXPERIENCED motorists form the vast majority of Buick purchasers and investigation shows that their selection is almost invariably made because the Buick chassis meets their ideas as to mechanical design and serviceability and one of the body types fulfills their motor-ing needs.

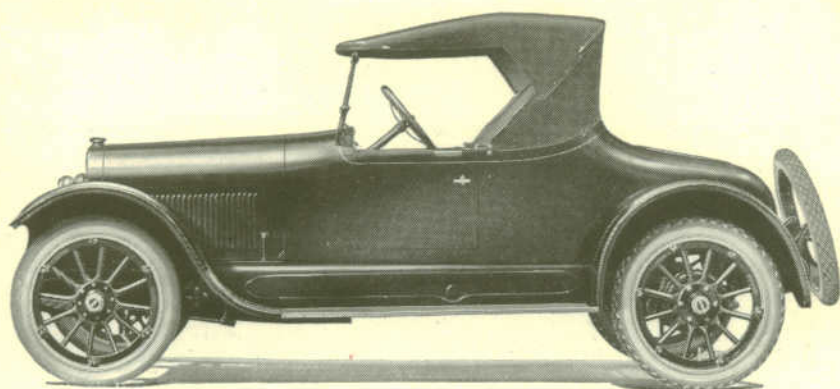
Among the open models, the Buick three-passenger car makes a wide appeal because it fulfills so completely the requirements of those motorists who, for business or professional reasons, prefer a car of limited passenger capacity and still a car unlimited in endurance and capacity for service.

Combines Fleetness and Good Looks

The new roadster measures up in every detail to the standard set by Buick for a car of this type. Its rugged Valve-in-Head motor gives it fleetness and an abundance of power for rough, hard work. And its generous driving compartment, in connection with its carefully balanced chassis, makes the going comfortable.

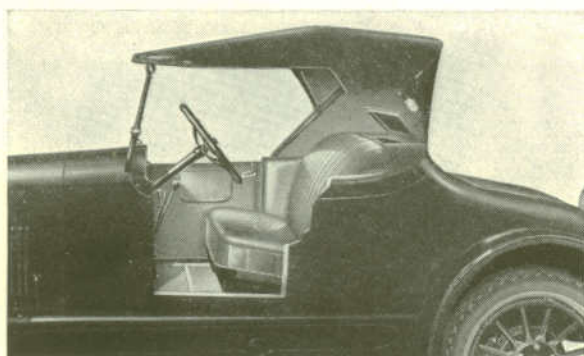
These things have resulted along with good looks. Its modish appearance is distinctly Buick—an expression of a character inwardly sound and trustworthy and blended with a free feeling of trimness and staunchness. And owners find that this distinctive Buick design, common to all models, wears well and continues to please one's appreciation of the beautiful.

This business-like car is splendidly equipped. Directly back of the seat is a large interior compart-



The Three Passenger Roadster
(See page 46 for price)

ment affording ample storage space for the traveler's bags, the tourist's suitcases, or the sportsman's gun cases or golf bags. Another compartment is provided beneath the rear deck for larger personal or business effects. The roadster is fitted with every convenience for both passengers and driver and may be operated with perfect satisfaction by both men and women drivers in all climates.



Notice the wide, comfortable seat and the convenient storage compartment back of the seat of this attractive roadster

The Five Passenger Open Car

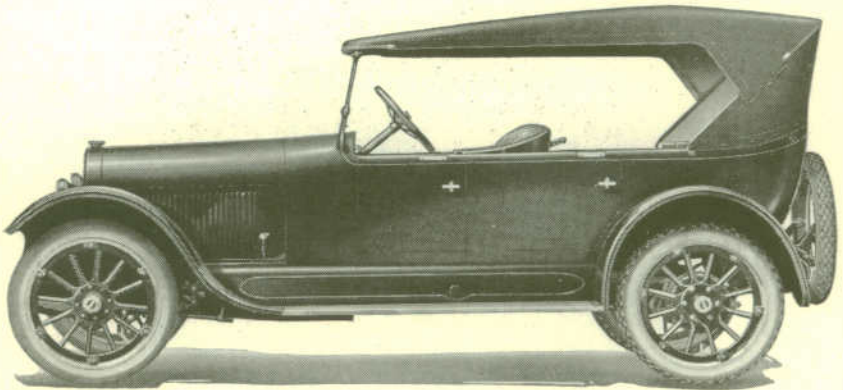
Model 22-Six-45

MATCHING the roadster in mechanical excellence and beauty is the Buick five-passenger open car—a car of achievement. Its history is written in performance. Like one who lived to serve, it is known and valued for the things it has done and the things it has made possible.

Springing from the great Valve-in-Head principle, it has developed the possibilities of that principle so completely and so consistently as to acquire a remarkable range of serviceability.

To speak of power is to mention but one attribute of Buick. And the same is true of economy, reliability, strength, balance, convenience—all the things that make up the well-engineered motor car. They combine to make it the car of achievement.

Just as this model is liberal in a reserve of easy-flowing power, so is it generous in all its proportions. In the



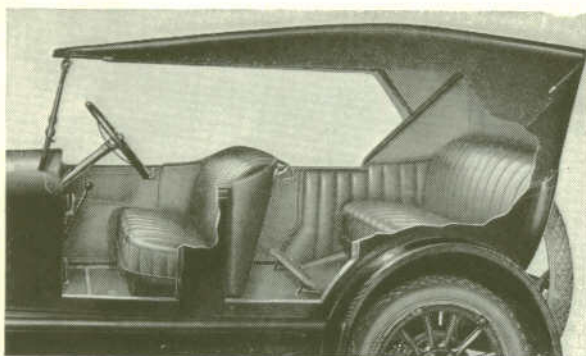
The Five Passenger Open Car
(See page 46 for price)

driving compartment, the seat is of great depth and the floor space is uncluttered. The seat in the tonneau, of full three-passenger capacity, is set at a comfortable angle.

With its special top and snug-fitting curtains, this Buick open car adapts itself readily to the severest sort of climatic conditions. Curtains may be quickly adjusted to swing with the doors.

Performance Bears Out Appearance

The five-passenger open car, like the Buick roadster, is exceptionally good looking. Its graceful lines give it an appearance of competency—of dependability one can count on in emergencies and one can have complete confidence in every day of the year. And owners find that its performance bears out the promises made by its good looks.



In the driving compartment, the seat is of great depth and the rear seat is of full three-passenger capacity

The Three Passenger Coupe

Model 22-Six-46

IN every detail of the three-passenger coupe, Buick quality is evident. The car's effectiveness as a whole is what recommends it to any business, to any home, to any individual who has need of dependable personal transportation. In its appointments, it is sensibly tasteful; in its seating arrangement, exceptionally comfortable, and in its mechanical excellence, it is distinctly Buick.

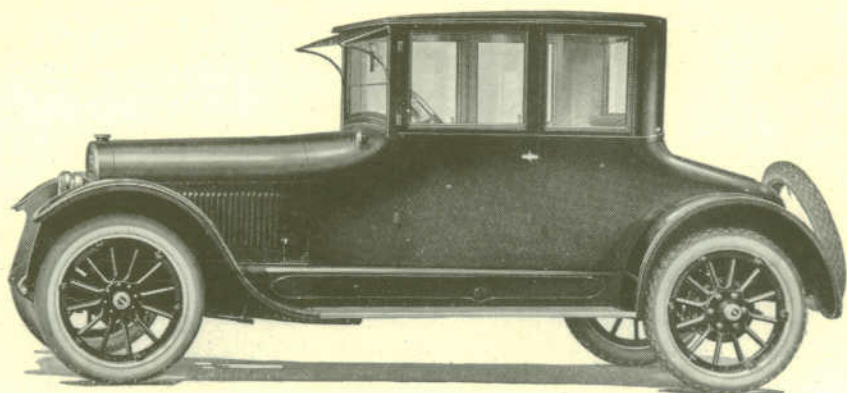
The Buick Valve-in-Head coupe leaves nothing to be desired as a business or professional car. The unfailing dependability of its mechanical equipment is supplemented by a roomy body that guarantees genuine comfort in all weathers.

Power, Speed and Comfort

Besides the Pullman type chair for the driver, there is a wide seat for two with a swinging seat for a fourth passenger. The interior is draft and weatherproof and is trimmed in beautiful automobile cloth. The seats are heavily upholstered with a fabric both beautiful and durable.

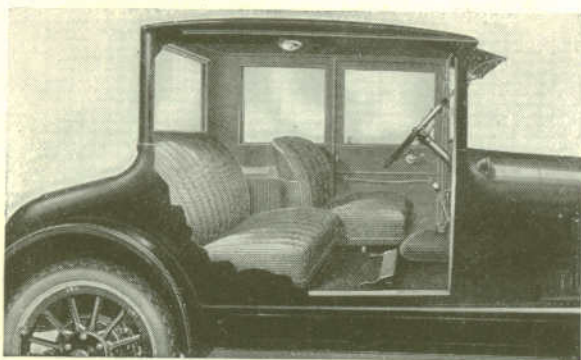
For the storage of small parcels or personal effects, there is a convenient compartment at the rear of the driver's seat. Additional space for suitcases and larger traveling needs is provided beneath the rear deck.

Combining its liberal measure of comfort with the good qualities of the Buick chassis the coupe serves the owner in whatever capacity he may wish and under any conditions a motor car would be expected to meet.



The Three Passenger Coupe
(See page 46 for price)

A cross-country trip may be faced with the same confidence as the morning run to the office. It has the protection of a closed body, power and speed, convenience and comfort, and that greatest of all assets to satisfactory transportation—a capacity for continuous and dependable service.



Genuine comfort and beauty mark this roomy, comfortable interior, upholstered in fine automobile fabric



Where Quality is Built into Buick Cars

IN this immense factory, consisting of more than forty separate plants, Buick cars, both Sixes and Fours, are built virtually in their entirety.

In the right foreground may be seen the large body plant. Here bodies are manufactured and then sent through a tunnel under the street to the paint and varnish plant directly behind the main office building, which stands on the street angling toward the river.

Stretching along the street in the foreground at the left are the two long axle plants, followed by the sheet metal factory, the top plant, the factory engineering department and the central stores.

In the upper part of the view to the left may be seen the central power plant with the foundry and the huge motor plant to the left. In the center background you

will see the immense acceptance station where finished cars are loaded for shipment to dealers.

In the center of the view, back of the paint and varnish plant, are the three large assembly plants, toward which all the various parts and units are steadily flowing to be assembled into the completed six and four-cylinder cars.

Transmissions are built in the long four-story plant shown just a little to the right of the center at the top of the view, to the right of which are the two wheel plants and the special factory devoted to the manufacture of parts for various Buick models.

Thus, in a limited way, you have at a glance a conception of the scope of Buick manufacture, which permits the building of such quality into Buick cars.

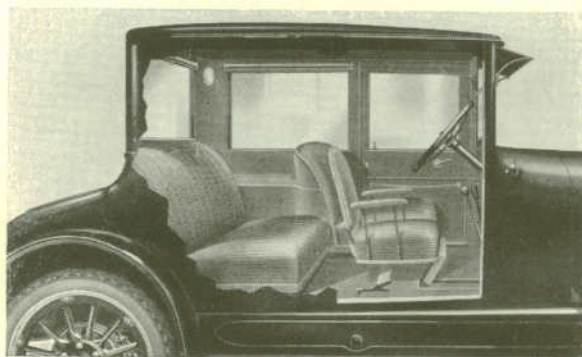
The Four Passenger Coupe

Model 22-Six-48

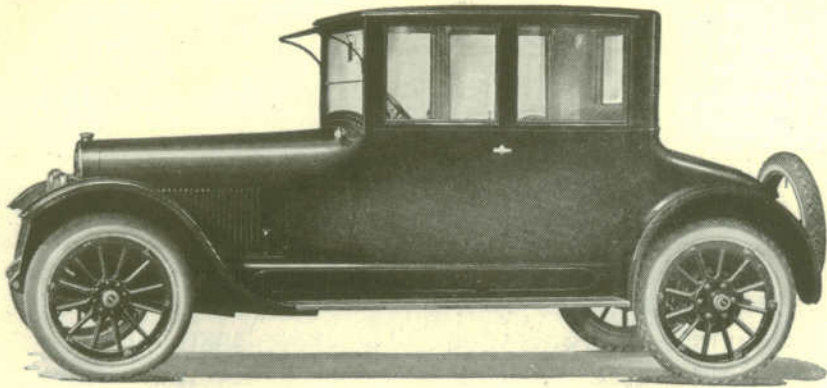
APPEARANCE has been a factor in the sale of a vast number of Buick cars of the type of Model 22-Six-48, the large four-passenger coupe, not because appearance affects the serviceability of the cars, but rather because it supplements that serviceability with a refinement that adds materially to the satisfaction of ownership.

This model is a big, roomy closed car in which utility, comfort and convenience vie with each other for recognition. The good taste of the lines, finish and interior fittings are perfectly matched by the smooth and faithful performance of the powerful Valve-in-Head motor.

Longer wheelbase and larger body constitute the principal differences between this car and Model 22-Six-46. At the right and rear of the driver's seat there is a wide, deeply upholstered seat for two, in front of which is properly located a heavily-cushioned folding seat equipped with arm and back rests for the



In this full four-passenger coupe, the fourth and folding seat is deeply cushioned, with comfortable back and arm rests



The Four Passenger Coupe
(See page 46 for price)

fourth passenger. When this fourth seat is not in use, it may be folded completely out of the way beneath the cowl.

Beside a compartment back of the driver's seat, there is also an unusually large storage space for business and personal effects under the rear deck, which is covered by a watertight hatch.

Both Beautiful and Useful

In every detail, this handsome, personal car reflects the ingenuity and skill of Buick designers in developing a body treatment that is both beautiful and useful.

Combined with the excellence of the Buick Valve-in-Head motor and the sturdiness of the chassis as a whole, the conveniences of this all-year car establish an investment in motor car transportation without equal.

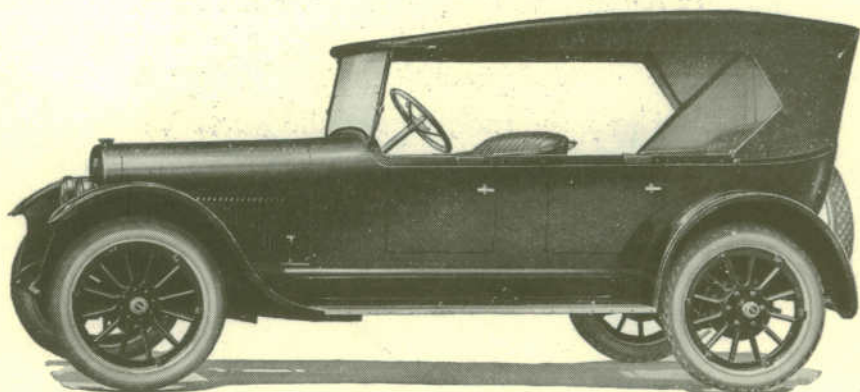
The Seven Passenger Open Car

Model 22-Six-49

THE seven-passenger open car is a big value in personal transportation. It is big in comfort, in roominess, in power, in good looks, in serviceability and big in the economies of its operation. The extra-length chassis is the same as that on which the luxurious seven-passenger closed car is built, an exact duplicate in size and quality.

And it is this big chassis that makes possible the generous proportions of the driving compartment and the tonneau and the exceptional riding comfort of the heavily upholstered cushions. Two extra folding seats—and comfortable seats, too—may be folded away when not required.

The upholstery throughout is done in hand-buffed leather of fine quality, padded with curled hair and supported by patented cushion springs made of tempered steel.



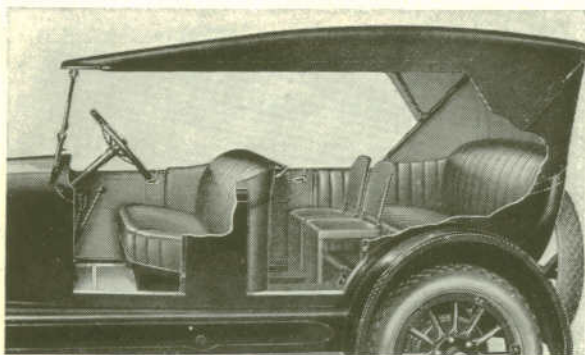
The Seven Passenger Open Car
(See page 46 for price)

The windshield, as on all open models, is sufficiently wide to protect passengers riding in the front seat. The top is substantially tailored of heavy top material and, in connection with the closely fitting side curtains, it affords driver and passengers all-weather protection.

Standard of Open Car Values

The car's entire manufacture, like all other Buick models, is scrupulous in the extreme to fulfill in serviceability the promises made by its good looks.

Easily controlled, beautifully finished, and solidly built, it is a source of delight for the woman driver. Whether you sit behind the wheel, or ride in the tonneau, or inspect it from any angle as it stands at the curb, you will find that it measures up in every detail to the standard you have set for your family car.



Two extra seats in the spacious tonneau fold completely into the rear of the front seat when not in use

The Seven Passenger Sedan

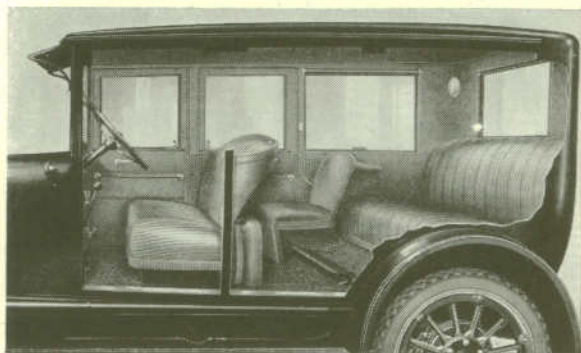
Model 22-Six-50

MATCHING the seven-passenger open car in roominess and bigness is the seven-passenger closed car, Model 22-Six-50, the finest creation of master craftsmen who are skilled in putting the most into a motor car.

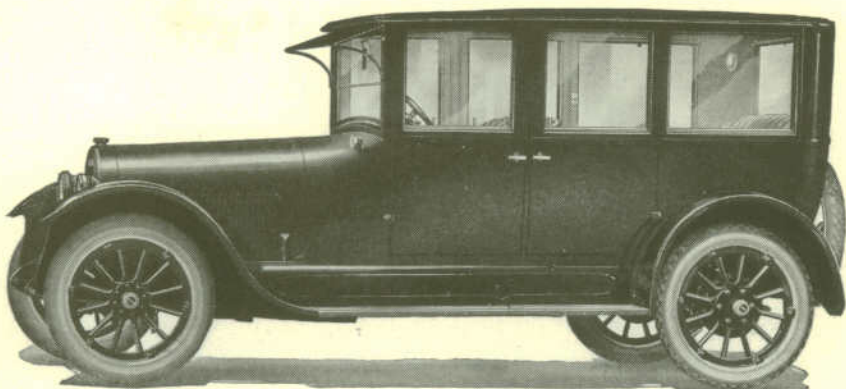
While it is designed to meet the needs of the family in its daily requirements, conveniences that add comfort to a long and continuous trip have been developed side by side with the efficiency, strength and wearing qualities of the Buick chassis.

Unusual in its Completeness

The elegance of the exterior is in harmony with the interior appointments, which are carried out in perfect good taste and with a high degree of comfort. The spacious rear compartment is equipped with two folding seats. The interior is tastefully upholstered and has harmonious silk shades, trimmings and carpet. Im-



Rich in appointments, tasteful in its trimmings, this comfortable interior is a crowning example of Buick excellence



The Seven Passenger Sedan
(See page 46 for price)

proved arm rests for the rear seat and heavily upholstered cushions, combined with the long wheelbase, assure solid comfort.

Ventilation is controlled by adjustable windshield and windows and an anti-glare sun shade makes for the comfort of the driver. Two corner lights furnish the illumination of the compartment.

Body and Mechanical Excellence

The doors are of ample size and open completely, affording convenient entrance to or exit from either compartment. The doors of this model, and also Model Forty Eight, are equipped with concealed stop hinges and double-safety latches and may be securely locked when leaving the car.

The excellence of the Buick chassis, the ease of control, both gear shift and steering, along with the delightful refinements and conveniences account for the high favor with which this dependable model is held by critical motorists, who seek more luxury and added room in a year-'round vehicle.

The Two Passenger Roadster

Model 22-Four-34

PERHAPS the biggest advantage in buying a Buick car is that you get a Buick Valve-in-Head motor and properly related chassis. Next to that is the range of selection which enables you to choose the type of car that exactly fills your needs as to passenger capacity and other service requirements.

New Fours Mechanically Sound

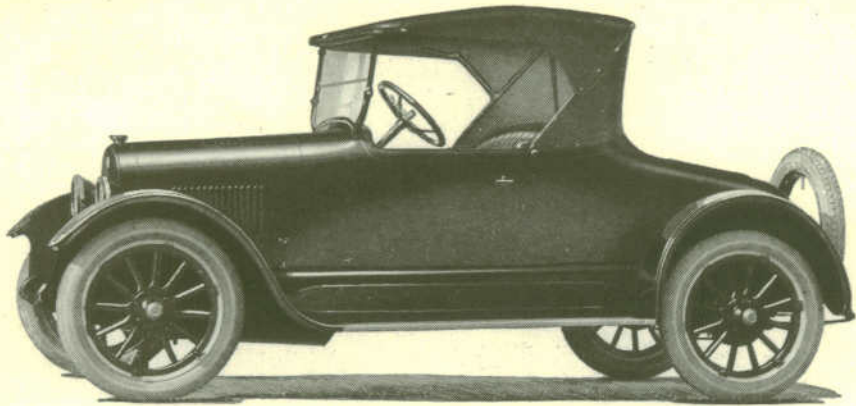
Buick engineers have kept one point constantly in mind in designing both the Sixes and Fours; namely, that no matter for what purpose a car is to be used, to give perfect satisfaction it must be thoroughly sound mechanically.

And that accounts for the correctness of the new four-cylinder cars. In mechanical excellence, the Fours are the equal of the Sixes; in appearance, they possess the same beauty, the same graceful lines and refinements.

Roadster both Spacious and Powerful

While Model 22-Four-34 is intended for a two-passenger roadster, it can accommodate three comfortably, so roomy and spacious is the driving compartment. Ample storage space directly behind the seat, as well as beneath the rear deck, makes room for personal and business effects.

The inclined windshield affords clear vision and prevents the elements beating in between the sections or along the cowl. This feature, with the tailored side curtains that open and close with the doors,



The Two Passenger Roadster
(See page 47 for price)

affords comfort and protection nearly equal to that of a closed car in inclement weather.

From leather upholstery to the smallest details, it has everything that can be asked for in a car of its type. As in the case of all Buick four-cylinder cars, the roadster is equipped with 31 x 4 straight side cord tires.

The new roadster is so well built that it will stand the hardest service and its powerful Valve-in-Head motor fears neither hills, mud nor sand.



The wide, comfortable seat, with spacious interior, is unusual in its generous proportions in a car of this type

The Five Passenger Touring Car

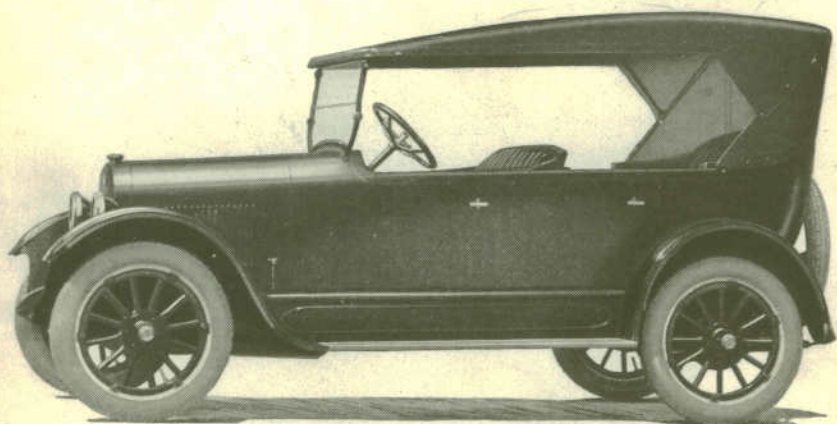
Model 22-Four-35

THE five-passenger car on the four-cylinder chassis with its automatically lubricated Valve-in-Head motor and perfectly co-ordinated parts, gives a remarkable measure of serviceability combined with simplicity and ease of operation.

Its mechanical excellence, which has grown out of twenty years spent in developing Buick cars, is supplemented by innumerable refinements, each of which contributes its share to convenience and performance.

Expert engineering and the best of material have produced in this model a full-powered, economical and well-balanced light touring car. While it is moderate in price, it is a big car and very similar in appearance to the other Buick open models.

There is far more comfort in the driving compartment than is usually found in cars of this type. The floor



The Five Passenger Open Car
(See page 47 for price)

1075.⁰⁰ delivered
with tires

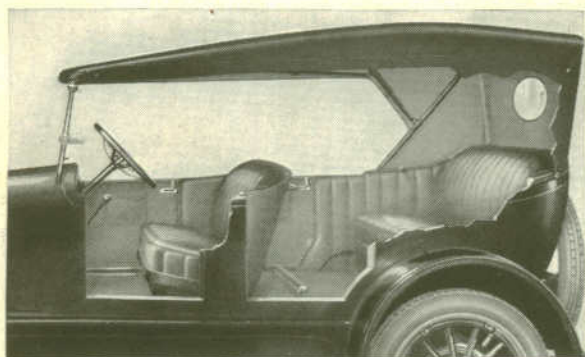
space is uncluttered and the seat, heavily cushioned and upholstered in leather, is of splendid depth.

The tonneau is even more liberally proportioned. The wide seat accommodates three comfortably and there is ample floor space for luggage. Each of the four doors is equipped with side pockets for storing small parcels.

Serviceable in All Climates

As with the roadster, this car is provided with a top of special Buick design and built of an excellent grade of top material. Snug-fitting curtains may be placed to open and close with the doors, affording complete protection to driver and passenger in winter weather.

With surplus power, simple and easy control, roominess and distinctive appearance, it may be operated with perfect satisfaction by both men and women drivers in all climates.



Notice the roominess in the tonneau, the extra wide seats with comfortably arranged cushions and backs trimmed in leather

The Three Passenger Coupe

Model 22-Four-36

THE Buick Model 22-Four-36 is a true coupe. Its disregard for road or weather conditions at any season makes it as useful as it is comfortable.

A wide seat gives a wealth of room for three people and the extra deep cushions add materially to the car's comfort and easy riding qualities.

Beautiful Lines and Finish

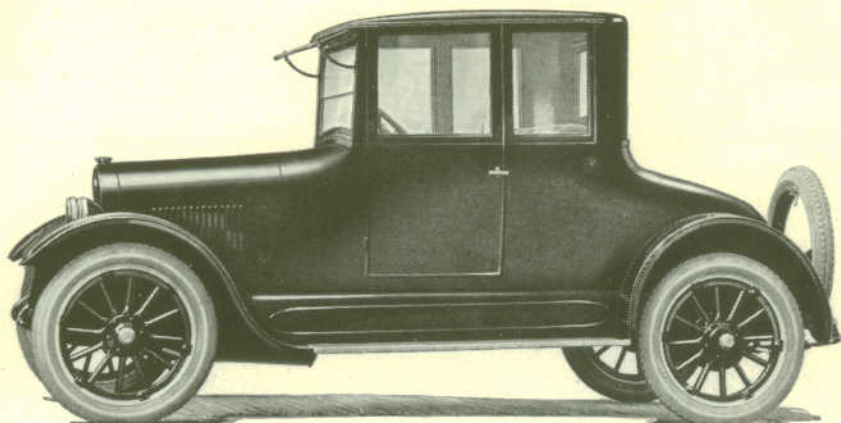
And along with its roominess, it possesses the modish appearance that belongs to the type. Its body lines have a handsome contour, with which its beautiful interior harmonizes most tastefully.

The back window is permanent, while the side windows may be readily adjusted to any position, the door windows being equipped with special regulators conveniently situated.

Surplus Power Insures Satisfaction

This model, as well as the Four sedan, is equipped with adjustable windshield visor, windshield cleaner, dome light, two-piece ventilating windshield and silk shade for the rear window. The doors on both closed models have pull handles and all doors can be locked from the inside with the exception of the right front door, which may be securely locked from the outside.

Back of the driver's seat is a carrying space for large parcels and beneath the rear deck there is also a compartment for storage of baggage.

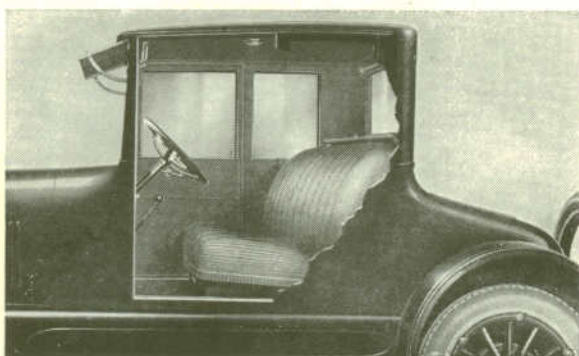


The Three Passenger Coupe

(See page 47 for price)

The standard Buick instrument board, always in plain view, furnishes the usual driving conveniences.

This new coupe is distinguished in appearance, pleasing in ease of operation, remarkable in point of durability. And back of its attractiveness is the Buick Valve-in-Head motor with its surplus power that means satisfactory performance.



Comfort and roominess are pleasingly evident features of this simple interior, with cushions extra deep and beautifully trimmed

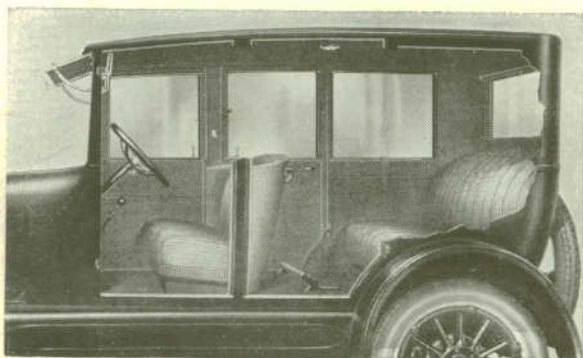
The Five Passenger Sedan

Model 22-Four-37

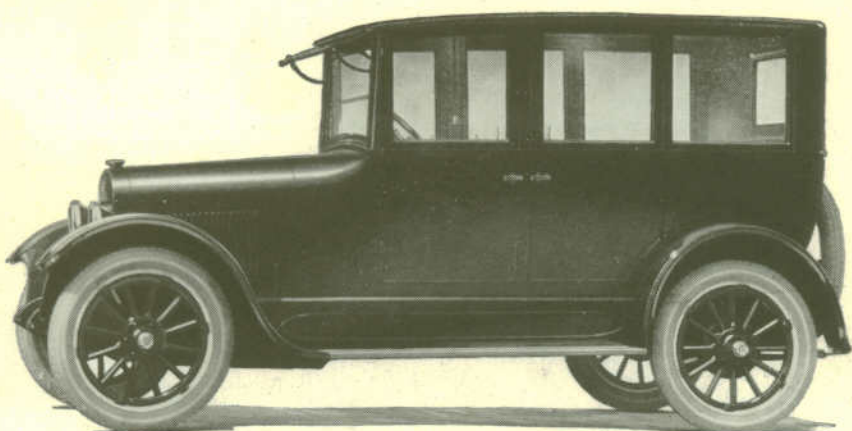
THE five-passenger sedan on the four-cylinder chassis follows very closely the beautiful lines of the sedan types on the six-cylinder chassis. And it accomplishes this admirably without sacrificing roominess. It accommodates the small family comfortably, yet is light enough to adapt itself to the individual needs of the busy man or woman. It is a highly practical car for year-'round service.

Details that Mean Comfort

The body has four doors, properly hinged, thereby giving access to the front or rear compartments from either side. The oversized front seat extends across the body, being placed in an easy riding position and giving the driving compartment a remarkably free and roomy space. The gear controls are well forward, yet within convenient reach of the driver.



Not only is the interior of this sedan beautiful, it is also comfortable and convenient, affording generous room and restful relaxation



The Five Passenger Sedan
(See page 47 for price)

\$1560.⁰⁰
delivered with tax.

With the storm-proof windshield, the anti-glare sun shade, and the water-tight doors, this model affords complete protection in all kinds of weather.

Both the coupe and this sedan have extra deep upholstery of substantial material on the cushions and seat backs, and the floors in both models are covered with carpets that match the upholstery. A dome light in the ceiling illuminates the interior when required.

Remarkable Capacity for Service

The doors are generously large and are furnished with handles to facilitate closing from within.

The completeness of all details of design gives this new model a capacity for service that is amply borne out by its consistent performance—performance in keeping with its powerful Valve-in-Head motor, in combination with which all its good qualities are best appreciated. The Model 22-Four-37 is a remarkable value in personal transportation.

Authorized Service behind the Car

EVERYONE knows of the goodness built into Buick; everyone knows of its universal success. Everyone knows these things because the inherent quality of Buick has made them possible.

But the Buick Motor Company is not satisfied with the production of a car mechanically correct. The Buick organization realizes that a motor car is purchased because its owner wishes to gain the advantages of personal transportation.

Safeguarding In-Built Quality

The value of an owner's investment depends on the character of transportation he receives. While the quality built into Buick cars insures owner satisfaction, Buick has developed a service organization that safeguards this quality to such a degree that the purchase of a Buick car is an investment in uninterrupted transportation.

What Characterizes Buick Service

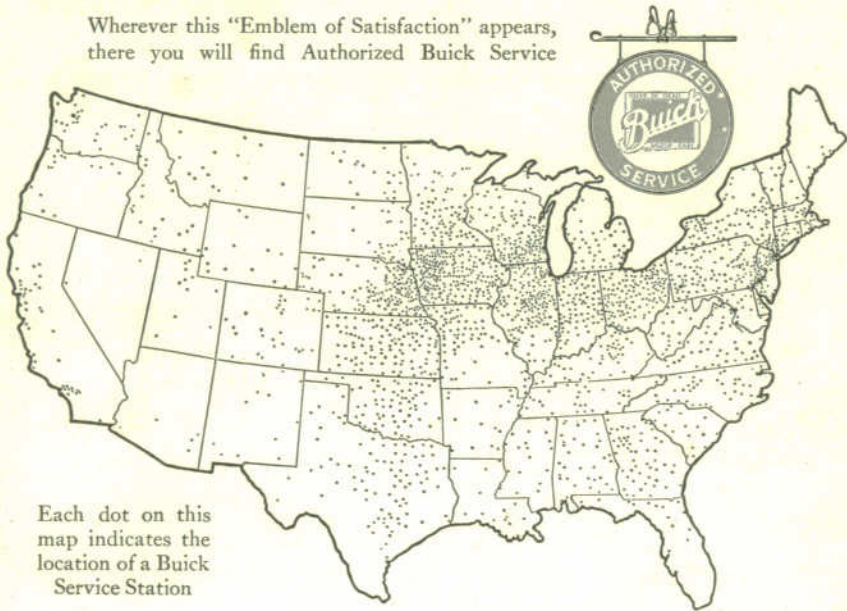
Authorized Buick Service is characterized by three things: promptness, efficiency and courtesy.

Promptness in serving Buick owners rests on the preparedness of the dealer and his close connection with the branch or distributor for his territory.

Efficiency in serving Buick owners comes from excellent equipment and generous facilities to serve.

Courtesy is characteristic of Buick service mainly because of the unusually high calibre of men in the sales and service organization.

Wherever this "Emblem of Satisfaction" appears,
there you will find Authorized Buick Service



Each dot on this
map indicates the
location of a Buick
Service Station

Importance of Dealer Co-operation

Thus, "service" is a word with a meaning significant to Buick owners. It is anything a Buick dealer can do for an owner, at home or on tour, that will continue to make him glad he is a Buick owner.

And the result of this dealer co-operation is that an owner, regardless of where he may be, seldom has to fall back on strangers for service.

For Buick service is more than a local affair. It is as national as the distribution of Buick cars. As the map indicates, Buick service stations are found wherever roads lead and the Buick traveler feels his sense of security strengthened as he passes the "Emblem of Satisfaction" service signs in towns and cities along his route.

Buick Branches and Distributers

BESIDES the thousands of Buick dealers in all parts of the country, there are nearly forty direct factory branches and distributers located at strategical points for the distribution of Buick cars and parts.

Buick branches and distributers under whom local dealers operate are as follows:

Atlanta	Buick Motor Company
Battle Creek	Buick Motor Company
Boise, Idaho	Randall-Dodd Auto Company
Boston	The Noyes-Buick Company
Buffalo	Buick Motor Company
Charlotte, N. C.	C. C. Coddington
Chicago	Buick Motor Company
Cincinnati	Leyman-Buick Company
Cleveland	The Ohio Buick Company
Dallas	Buick Motor Company
Denver	MacFarland Auto Company
Detroit	Buick Motor Company
El Paso, Texas	Buick Motor Company
Fargo, N. D.	Pence Automobile Company
Flint, Michigan	Lunt & Davison
Indianapolis	Buick Motor Company
Kansas City, Mo.	Buick Motor Company
Lincoln, Neb.	Nebraska-Buick Auto Company
Los Angeles	Howard Auto Company
Louisville, Ky.	Leyman Motor Company
Memphis, Tenn.	Buick Motor Company
Milwaukee	Buick Motor Company
Minneapolis	Pence Automobile Company
New York City	Buick Motor Company
New York City foreign shipments	General Motors Export Company
Oklahoma City	Buick Motor Company
Omaha	Nebraska-Buick Auto Company
Philadelphia	Buick Motor Company
Pittsburgh	Buick Motor Company
Portland, Ore.	Howard Auto Company
Rochester, N. Y.	C. L. Whiting
Saginaw, Mich.	Garber-Buick Company
St. Louis	Vesper-Buick Auto Company
Salt Lake City	Randall-Dodd Auto Company
San Antonio, Texas	Buick Motor Company
San Francisco	Howard Auto Company
Seattle, Wash.	Eldridge-Buick Company
Sioux City	Nebraska-Buick Auto Company
Washington, D. C.	Buick Motor Company

How Dealers Protect Owners

The authorized dealer carries a comprehensive stock of spare parts, which he maintains and replenishes from the stock carried by the branch or distributor. The larger dealer in turn is supplied by the service organization at the Buick factory, where an entire plant is devoted exclusively to the production of parts for the various Buick models.

Thus it is that, should an occasion arise when a replacement part is needed, the owner need not endure a long delay in meeting an emergency. The local dealer is always in close touch with his branch or distributor, with whom he works in harmony for the good of the owner.

The Guarantee Back of the Car

In addition to carrying a supply of parts, the dealer is organized to do the work that might be required with the least possible delay. The service station is equipped with special machinery and tools and the workmen are well informed on the latest Buick methods.

With every sale of a new Buick car, Four or Six, there is a guarantee which promises the replacement of any part that proves to be defective from the manufacturing standpoint. This warranty found on a following page is evidence of the confidence the Buick Motor Company has in the mechanical perfection of its product.

Selling Uninterrupted Transportation

The Buick policy in regard to guarantees is honest and frank and is interpreted in good faith by Buick dealers. Whenever a case of replacement is found, it is customary for the dealer to do the work and to charge the owner for the cost of labor needed to make the

replacement. This is considered fair adjustment for the work performed by the old part.

While the qualities that combine to establish Buick in-built serviceability make the need for Buick service the exception rather than the rule, authorized service is maintained as a part of the Buick plan to sell uninterrupted transportation.

The Buick Creed

A BUICK automobile must be so built that it will, at all times and under all circumstances, give the owner uninterrupted use of his investment.

Every Buick owner is entitled to, and will receive, prompt and efficient service—the kind that will insure him the motoring pleasure he expects.

Buick reputation, so pre-eminently firm and fair, was not won by chance, but is due to the policy established with the production of the first Buick car and so consistently adhered to ever since—that of giving the owner the maximum of service for the minimum of cost.

No matter what its price, a Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which Buick cars have attained.

The Buick One-Year Guarantee

THE automobiles furnished by the Buick Motor Company are warranted to be free from defects in material and workmanship under normal use and service, our obligation under this guarantee being limited to making good at our factory any part or parts thereof, which shall within *twelve months* after delivery to the original purchaser, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this guarantee being expressly in lieu of all other guarantees expressed or implied, and of all other obligations or liabilities on the part of the Buick Motor Company, and we neither assume, nor authorize any person to assume for us any liability in connection with the sale of Buick automobiles.

This guarantee shall not apply to any Buick automobiles, which shall have been repaired or altered outside of our factory, in any way so as, in our judgment, to affect their stability or reliability, nor which have been subject to misuse, negligence or accident.

The Buick Motor Company makes no guarantee whatever in respect to tires, rims, ignition apparatus, horns or other signalling devices, starting devices, batteries, speedometers or other trade accessories, inasmuch as they are usually guaranteed separately by their respective manufacturers.

The Buick Motor Company reserves the right to make changes in design or add any improvements on Buick cars at any time without incurring any obligations to install same on cars previously purchased.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Pioneer Builders of Valve-in-Head Motor Cars
Branches in all Principal Cities—Dealers Everywhere

Specifications—Six-Cylinder Models

BODIES—

- 22-44—3-passenger Open Roadster.
- 22-45—5-passenger Open Touring.
- 22-46—3-passenger Coupe.
- 22-47—5-passenger Sedan.
- 22-48—4-passenger Coupe, with folding and disappearing extra seat.
- 22-49—7-passenger Open Touring, with folding and disappearing extra seats.
- 22-50—7-passenger Sedan, with folding and disappearing extra seats.

UPHOLSTERY—Open models, dull finish black leather, deep pleated, buttonless cushions, molded over curled hair and soft cushion springs. Closed models are upholstered in fine automobile cloth.

CONTROL—Friction retained spark and throttle levers on top of steering wheel. Button type foot accelerator with rest. Pedals for clutch, service brake and starter. Levers for gear shifting and emergency brake conveniently placed in center of driving compartment.

WHEELBASE—Models 22-44, 22-45, 22-46, 22-47, 118 inches. Models 22-48, 22-49, 22-50, 124 inches.

MOTOR—Six-cylinder, four cycle. Valve-in-Head type, automatically lubricated. Unit power plant, suspended at three points from main frame. Cylinders 3 $\frac{3}{8}$ -inch bore by 4 $\frac{1}{2}$ -inch stroke, semi-steel bloc casting. Extra heavy crankshaft with double stud support front and rear, four large bearings. Properly weighted pistons and connecting rods. Large valves mounted in cages and readily accessible, operated by noiseless adjustable push rods. Fifty actual brake horsepower.

COOLING—Water cooled with centrifugal circulating pump, driven by spiral gears. New cellular type radiator, with new style drain cock, pressed steel radiator fan, driven by adjustable flat belt from camshaft.

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. Oil measuring gauge on crankcase, drain cock on bottom of crankcase, with extension handle just under the hood, oil pressure gauge on instrument board.

CARBURETOR—Automatic float feed type, supplied by vacuum system from gasoline tank, mounted on rear end of frame. Automatic heat control to insure proper vaporization at all speeds. Air regulator on instrument board.

IGNITION—High tension, jump spark system, current supplied by electric generator and storage battery. Automatic spark advance with manual control by lever on top of steering wheel.

STARTER—Complete Delco, single unit system for electric starting, lighting, and ignition, built as an integral part of the motor and operating in conjunction with large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

CLUTCH—Multiple disc, dry plate type, smooth in engagement and positive in action. Ball bearing release collar, adjustment very accessible. Lubricated by two grease cups located outside the case.

TRANSMISSION—Selective sliding gear type, three speeds forward and reverse. Special heat-treated, positive interlocking hand control, integral with gearset.

DRIVE—Through single large, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Both torque and drive taken through ball joint.

REAR AXLE—Full floating type with entire weight of car carried on the housing. Wheels driven by detachable shafts mounted on large annular ball bearings. Differential mounted on suitable bearings. Propeller shaft on double and single row annular ball bearings. Spiral bevel type driving gears, fully adjustable.

BRAKES—Service brake, external contracting type; emergency brake, internal expanding type; both operating on rear wheel drums. Fully adjustable for wear.

FRONT AXLE—Drop-forged I-beam section, double heat-treated, with integral yokes, drop-forged steering knuckles and tie rod yokes. Suitable bearings for front wheels.

WHEELS—Artillery type, with large hub flanges, 12 spokes each, demountable rims.

TIRES—Models 22-44, 22-45, 22-46, 33 x 4 inch. Models 22-47, 22-48, 22-49, 22-50, 34 x 4 $\frac{1}{2}$ inch. Cord tires are standard equipment on all models.

STEERING GEAR—Semi-irreversible split bronze nut and worm type, with large adjustable ball thrust bearing, to take up wear. Horn button in center of steering wheel. Spark and throttle levers on top of wheel.

FRAME—Reinforced pressed steel channel section, with exceptionally stiff and deep side members. Four heavy cross members. Integral gasoline tank supports.

SPRINGS—Front, semi-elliptic type; rear, full floating cantilever type of sufficient length to insure easy riding.

TOP—Open models. New design with patented gypsy quarter curtains. Made of special waterproof fabric. Inside operating curtains opening with the doors. Closed models, stationary type with door windows adjustable to any position.

WINDSHIELD—Open models, rain vision, ventilating type, slanting design, giving exceptional range of vision in all directions. Adjustable friction stops to hold glass in any position. Closed models, two-piece ventilating windshield equipped with anti-glare sunshade, weather strip and window cleaner.

STANDARD EQUIPMENT—Combination dim and full electric headlights with electric side-pilot lamps and clock on models 22-46, 22-47, 22-48 and 22-50. Electric tail lamp, instrument board lamp, speedometer, motor driven electric horn, gasoline gauge, tire carrier with extra demountable rim, jack, Alemite grease gun, pump, tire repair kit, and complete set of tools. Orders for special jobs not accepted and no allowance will be made for any part of standard equipment omitted by customer's order.

Prices of the Nineteen Twenty Two Buick Six Series

Model Twenty Two—Forty Four.....\$1495	Model Twenty Two—Forty Seven.....\$2435
Model Twenty Two—Forty Five..... 1525	Model Twenty Two—Forty Eight..... 2325
Model Twenty Two—Forty Six..... 2135	Model Twenty Two—Forty Nine..... 1735
Model Twenty Two—Fifty.....\$2635	

J. o. b. factory, Flint, Michigan

Wire wheel equipment optional on six-cylinder models only; at the following *net additional charge*:
33 x 4—\$75.; 34 x 4 $\frac{1}{2}$ —\$80.

Prices and specifications subject to change without notice

Specifications—Four-Cylinder Models

BODIES—

- 22-34—2-passenger Open Roadster.
- 22-35—5-passenger Open Touring.
- 22-36—3-passenger Coupe.
- 22-37—5-passenger Sedan.

UPHOLSTERY—Open models, dull finish black leather, deep pleated, buttonless cushions, molded over soft cushion springs. Closed models are upholstered in fine automobile cloth.

CONTROL—Friction retained spark and throttle levers on top of steering wheel. Button type foot accelerator with rest. Pedals for clutch, service brake and starter. Levers for gear shifting and emergency brake conveniently placed in center of driving compartment.

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, semi-steel bloc casting. Extra heavy crankshaft with three unusually large bearings. Properly weighted pistons and connecting rods and flywheel, which, with cylinder dimensions, reduce vibration to a minimum. Exceptionally large valves operated by noiseless adjustable push rods. Thirty-five actual brake horsepower.

COOLING—Water cooled with centrifugal circulating pump, driven by spiral gears. New cellular type radiator, pressed steel radiator fan, driven by adjustable fan belt from camshaft.

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. Oil measuring gauge on crankcase, drain plug on bottom of crankcase, oil pressure gauge on instrument board. Automatic clutch on pump shaft prevents any possibility of breakage in case of freezing.

CARBURETOR—Automatic float feed type, supplied by vacuum system from gasoline tank, mounted on rear end of frame. Automatic heat control to insure proper vaporization at all speeds. Air regulator on instrument board.

IGNITION—High tension, jump spark system, current supplied by electric generator and storage battery. Automatic spark advance and manual control by lever on top of steering wheel.

STARTER—Complete Delco, single unit system, for electric starting, lighting, and ignition, built as integral part of the motor and operating in conjunction with a large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

CLUTCH—Multiple disc, dry plate type, smooth in engagement and positive in action. Adjustment very simple and accessible. Light pedal pressure required to operate.

TRANSMISSION—Selective sliding gear type, three speeds forward and one reverse. Special heat-treated, positive interlocking hand control, integral with gearset.

DRIVE—Through single large, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Both torque and drive taken through ball joint.

REAR AXLE—Three-quarter floating type, which means that all the weight of the car is taken on the axle tubes and only driving torque and a steadying of the wheels taken by the axle shafts. Differential and wheels mounted on high duty bearings; pinion shaft on extra large ball bearings. Spiral bevel type driving gears, fully adjustable. Third member keeps axle housing in perfect alignment with the propeller tube.

BRAKES—Service brake, external contracting type; emergency brake, internal expanding type; both operating on rear wheel drums. Fully adjustable for wear.

FRONT AXLE—Drop-forged I-beam section, Reverse Elliott type, double heat-treated, drop-forged steering knuckles and tie rod yokes. Suitable bearings for front wheels.

WHEELS—Artillery type, with large hub flanges, 12 spokes each, demountable rims.

TIRES—On all four-cylinder models, tires are 31 x 4 straight side cords.

STEERING GEAR—Semi-irreversible split bronze nut and worm type, with large adjustable ball thrust bearing, to take up wear. Steering wheel, 17 inches in diameter. Spark and throttle levers on top of wheel. Horn button in center of steering wheel.

FRAME—Reinforced pressed steel channel section, with exceptionally stiff and deep side members. Four heavy cross members. Integral gasoline tank support and spare tire carrier.

SPRINGS—Front, semi-elliptic type; rear, semi-elliptic type, of special design and sufficient length to insure easy riding.

TOP—Open models, new design with patented gypsy quarter curtains, made of special waterproof fabric. Inside operating curtains open with doors. Closed models, stationary type with door windows adjustable to any position.

WINDSHIELD—Open models, rain vision, ventilating type, slanting design, giving exceptional range of vision in all directions. Adjustable friction stops to hold glass in any position. Closed models, two-piece ventilating windshield equipped with anti-glare sunshade, weather strip and windshield cleaner.

STANDARD EQUIPMENT—Combination dim and full electric headlights, electric tail lamp and instrument board lamp, with dome lights in closed models. Motor driven horn, speedometer, gasoline gauge, tire carrier with extra demountable rim, rim wrench, jack, Alemite grease gun and a full kit of tools. Orders for special jobs not accepted and no allowance will be made for any part of standard equipment omitted by customer's order.

Prices of the Nineteen Twenty Two Buick Four Series

Model Twenty Two—Thirty Four. . . . \$ 935	Model Twenty Two—Thirty Six. . . . \$1475
Model Twenty Two—Thirty Five. . . . 975	Model Twenty Two—Thirty Seven. . . . 1650

f. o. b. factory, Flint, Michigan

Prices and specifications subject to change without notice



The Emblem of Satisfaction