

1923 BUICK TOURING SPORT PHAETON

1923 Buick Touring, Sport Phaeton, Model 55-23, 4-dr.

Owner: Bernie and Janice Taulborg Collection

Original cost: \$1,675.00 (\$24,434.00 in 2018 dollars)

Number made: 12,857

Engine, etc.: 6 cyl., 60 h.p., 242 cu. in. 3,330 lbs.; 124" wheelbase

Buick built its one-millionth car on Mar. 21, 1923. Calendar year production: 210,572. Model year production: 181,657

For the 1923 model year, Buick improved its styling with crowned fenders, cowl lights, and new drum-shaped headlights. The grill design was new and would remain almost unchanged through 1927.

Buick is credited with creation of the overhead valve engine, advertised as the valve-in-head engine. It was powerful, reliable, and developed more horsepower with its displacement than other engines of like size then on the market.

Buick is the oldest still-active American automotive make and among the oldest car brands in the world. It was incorporated as Buick Motor Company in 1903 by David Dunbar Buick in Detroit, Michigan. Later that year it was taken over by James H. Whiting who moved it to Flint, Michigan and brought in William C. Durant as manager in 1904.

No one could raise money, sell products, and plan big organizations like Billy Durant. Buick's success was assured. He went to the 1905 New York Auto Show and took orders for 1,000 Buicks before the company had built 40.

In 1923, the famous writer-traveler, Lowell Thomas, used a Buick in the first automotive expedition into Afghanistan. Two years later Buicks won trophies in a series of Leningrad-to-Moscow endurance and reliability runs, beating

more than 40 cars from all over the world. A Buick magazine of the '20s routinely reported events such as a hill-climb victory in Africa, winning a tug-of-war with an elephant, a trek through New Zealand, and the Sultan of Jahore with his Buick in the Far East.

Production reached more than 260,000 units in 1926 and the car's reliability was world famous.

Sources: Standard Catalog of American Cars, 1805 -1942. Beverly Rae Kimes, et al. 3rd ed. Krause Publications, 1996.

<http://www.classiccardatabase.com/specs.php?series=1980&year=1923&model=2237>

http://www.buickheritagealliance.org/buick_history/motor_division

http://en.wikipedia.org/wiki/Buick#Early_years

<http://www.oldcarbrochures.com/static/NA/Buick/1923%20Buick/1923%20Buick%20Full%20Line%20Brochure/index1.html>