

1924 STAR MODEL F SEDAN

1924 Star Model F Sedan

Donated by: John & Margaret Allington of Lincoln, Nebraska

Original cost: \$540.00

Number made: 62,037 (total production 1924 across all Star models)

Engine, etc.: 4 cyl.; 130.4 c.i.d.; 35 horsepower; 102 inch wheelbase

A newspaper report of February 19, 1922 declared that a new 4-cylinder car would be shown in Washington, D.C. by the Durant Motor Company. In that report the name of the mysterious new vehicle was not revealed. The unveiling date was set to be a few weeks later on March 9th. This mystery car turned out to be the new Star which was Durant's push to the low-priced market.

In June, 1922, mass production of the new Stars started. In the beginning, Durant set the price of the Star at an incredibly low amount so they could compete with Ford. At that point, Stars could be bought for as low as \$348, although base price was \$100 more if demountable rims and self-starter were ordered.

Durant sold the early Stars at a loss and as time went on the price of the Star had to gradually rise in order to break even on the cars. This increase in price slowly moved the Stars out of the Ford price range to more of a Chevrolet range.

The 1923 Star was slightly longer than the Ford and most considered it better looking. Originally released as a standard black, in later years Star cars came in a variety of colors including maroon and blue.

Although the Star was only in production from 1922 to 1928, it did manage to become a popular addition to the lower priced market. In 1929, a light Durant "four" (Model 4-40) replaced the Star.

The chassis of the Star was simple and dependable. Many Stars saw their last days as stationary pump engines on farms. Finding a complete Star is a rarity. Finding a Star engine is slightly more common though, with many being found rusting peacefully in abandoned barns.

Sources:

Cars of the Early Twenties by Tad Burness, 1968, Galahad Books, New York City, NY

<http://dmacweb.com/Terry/catalogs/star/index.shtml> (Catalog page with models, prices, specifications, serial numbers)

<https://www.dmacweb.com/Terry/catalogs/star/24mF.shtml> (1924 Model F)