

1922 DURANT TOURING

1922 Durant B-22 Series Touring Sedan, 4-door; 5 passenger

Owner: Bernie and Janice Taulborg Collection

Original cost: \$1,650.00 (\$23,512.00 in 2018 dollars)

Previous owner: Previous owner was from Quebec, Canada

Number made: 21,615 (1922)

Engine, etc.: Ansted D Valve in-head 6 cyl.; 224 cid; 70 hp; 123 in. wheelbase

Durant Motors was organized as a company on January 12, 1921 by William Crapo Durant, one of American automobile history's most spectacular and colorful entrepreneurs. He was the grandson of a Michigan Governor, Henry H. Crapo, who had made a fortune in whaling. His father was addicted to hard liquor and stock speculation, a trait which may have been passed on to his son though William Durant later became a prohibition advocate. As a young man, he showed a natural talent for selling medicine, insurance, cigars, real estate, and bicycles.

He established a carriage company in 1886 and joined the new but failing Buick Motor Car Co. in 1903. He quickly revived Buick and in 1908 bought several automotive manufacturers from General Motors Company. He lost control of the company two years later but with Louis Chevrolet founded the Chevrolet Motor Co. which acquired control of General Motors in 1915.

Having founded General Motors and lost it – twice – Durant began his second empire.

He bought the General Motors plant in Muncie, Indiana in April, 1921.

In 1922, Durant purchased the Willys-Overland plant in Elizabeth, NJ. Later in the year he was the sole bidder at the receivership sale of the Locomobile

Company which became his prestige car. In theory, Locomobile gave him a product that would compete against Rolls Royce and Pierce-Arrow.

The Durant was planned as an upmarket car in the Oakland mode. The company attempted to be a full-line automobile producer and fielded the Flint, Durant, and Star brands which were designed to meet the Buick, Oldsmobile, Oakland and Chevrolet price points. Durant's advertising slogan was "Just a Real Good Car".

Production of Durant vehicles began in 1921 with the A-22 model with four cylinders. This was quickly followed by the new six-cylinder B-22, introduced in 1922. The Auster six cylinder engine began production and had twice the horsepower (and twice the price) of the original line of Durants.

The A-22 was produced until 1926, but the B-22 lasted only three years until 1924 because it was considered expensive compared to the four cylinder car.

Sales began slowing in 1931 and money was running out. Durant Motors declared bankruptcy in 1933.

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

<http://durantmotors.org/> (Excellent site; detailed information – click on "Durantcars" on left)

https://en.wikipedia.org/wiki/William_C._Durant