

1917 BUICK TOURING

1917 Buick Touring Sedan, Model D-45

Owner: Bernie and Janice Taulborg Collection

Original cost: \$1,070.00 (Would cost \$21,466 in 2019)

Number made: 25,371

Engine, etc.: 6 cyl., 3 speed, 225 cu. in. 45 hp; 115 in. wheelbase

The Model D-45 was powered by Buick's famous valve-in-head engine.

David Dunbar Buick's biggest contribution was likely the adoption of this advanced engine, designed by Walter L. Marr and Eugene Richard. One of the few options that could be ordered was a front bumper. The 1917 Buick D-45 was emblematic of the quality design and construction so important to Buick throughout its history.

The 1917 Buick D-45 Touring car was built in one of the lowest production years in Buick's history, constrained by World War I supply allocations. With its 45 hp engine, it was a dynamic performer for the era.

President of Buick was Walter P. Chrysler. Production of Buicks in 1915 was 43,946 but jumped to 124,834 in 1916. In part, the reason for this astounding increase was salesman Richard H. Collins who earned the nickname "Trainload" because of how he sold Buicks. He moved to the presidency of Cadillac in 1917.

Buick also played an important part in the careers of some of the most influential names in the automotive industry including Jonathan Maxwell, "Billy" Durant, Walter L. Marr, Charles Nash, Alfred P. Sloan, Charles Chayne, and Harlow Curtice.

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

<http://www.conceptcarz.com/z20908/Buick-Series-D.aspx>

https://en.wikipedia.org/wiki/Buick#Early_years (Buick history)

<http://www.oldcarbrochures.com/static/NA/Buick/1917%20Buick/1917%20Buick%20Brochure/index1.html> (Original brochure; for D-34 and D35 models; ours is a D-45)