



Pre War BUICKS

The E-Magazine

BUICK CAR CLUB OF
AUSTRALIA

PRE WAR DIVISION



"Please
enjoy!.."

Editor's Comment

The recent East Coast Meet in South West Rocks was a great success and all credit to the organisers and in particular to our Emcee for the weekend, John Saddington. We have a report later in this edition.

The drive to and from once again highlighted the worsening traffic that afflicts the Gold Coast area in periods of high volume, but the dual carriage way down south is now a pleasure to drive, once you clear the big city.

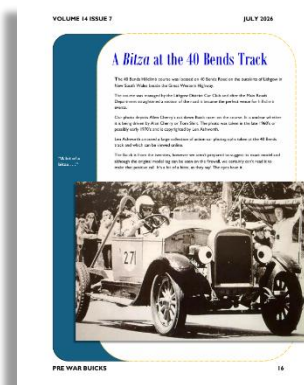
One final bleat before we get on with the normal Pre War BUICKS blurb, cars that come up behind you and then sit very close to your rear, no doubt giving your car the once over, and then trapping you against the cars that you have been catching up to for a number of miles such that you have to hit the brakes. Very annoying, perhaps we should drive less interesting cars!

A number of readers picked us up on the page 27 Buick pointing out that it was a 1925 model rather than a 1927, and one of those was Henri Henrikson from Lithgow in NSW who was also able to give us an update on the July edition and page 16 race car owned and driven by Alan Cherry.

Alan still owns that car, which was a 1927 Standard Buick originally by the way, and several more, with plans to restore the '27 in due course!

Our thanks to all the readers who continue to contribute to the pre war Buick knowledge base each month!

Please enjoy this October edition of Pre War BUICKS.



Hero's Welcome . . .

We take a look at Charles A Lindbergh with a group of notables in a 1928 Model 28-55 Sport Touring in one of our stories this edition.

Variously described as a hero, or a nazi, depending on who you talk to, there is no doubt about his popularity after crossing the Atlantic Ocean. To demonstrate that we need go no further then [HERE](#) where you get some idea of the New York City reception accorded this flying ace on June 13, 1927

Enjoy! . . .



1918 E-45 Touring

A 1918 E-45 Touring at a filling station.

One of 58,971 manufactured and only available in Buick Green with black mudguards and radiator.

The selling price in 1918 was US\$1,265 and this particular example is sporting an accessory bumper bar.

There were a number of changes to the Buick cars this model year such as the change from a cone clutch to a multiple disc unit.

The chassis, a 118-inch wheelbase unit, was also new this year. The six-cylinder engine was redesigned and now was a 242 cubic inch unit that delivered 60 brake horsepower, 27.3 SAE horsepower.

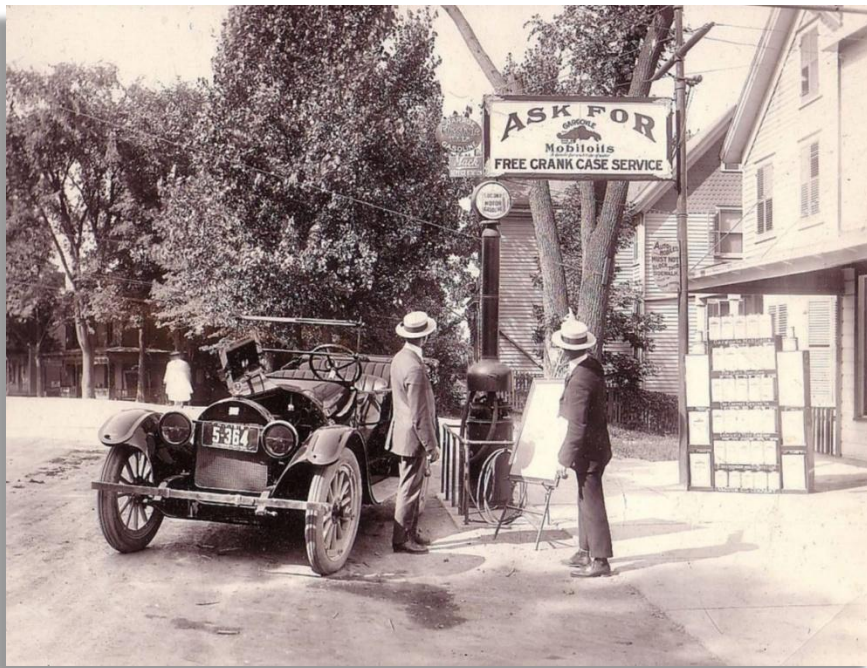
For 1918, Buick introduced a more slanted windscreen and open model tops had wrap-around rear curtains.

Two important events occurred this year, firstly Walter Marr retired and secondly GM bought the McLaughlin Company in Canada outright, thus forming the basis for GM Canada much as Buick had been the cornerstone for GM America.

Unfortunately, we are unable to discern the state from the number plate details which are somewhat blurred.

Both men in the photo seem a little over-dressed and that may indicate that this is a staged photo. Perhaps you already know more about this scene. Let us know here at Pre War BUICKS.

“a more
slanted
windscreen”



Lindbergh's Buick

“Buick’s
lowest selling
model . . .”



This extracted page photo is from the McLaughlin-Buick brochure of 1928. The US Model 28-55 Sport Tourer would be very similar to this car.

The Model 28-55 was Buick's lowest selling model that year with only 1,333 produced. Cost was US\$1,525 and the standard colour scheme on release was Horizon Blue with black mudguards and chassis.

With Buick production numbers dropping this year, and for a number of years into the future courtesy of the Great Depression in many regards, to 221,758 vehicles, it makes the Model 28-55 a rare car these days.

Rarer still would be any one of the 132 Sport Tourers built for export, however that is another story.

Indeed, open cars were becoming fewer and fewer with each passing year, however in the case of Charles Lindbergh they were an essential part of his touring itinerary this year following his crossing of the Atlantic in May 1927.

His 33 ½ hour flight is reported in many websites and makes for interesting reading should you have the time. Perhaps the most comprehensive (read short) version is available in Wiki.

A remarkable achievement and when you do the sums, you realise that his average speed was only a fraction under 108 mph over the 3610 mile flight. I'm not sure if he used his full fuel load (probably not) however if he did, he would have averaged about 8 mpg!

Which of course brings us back to the Buick.

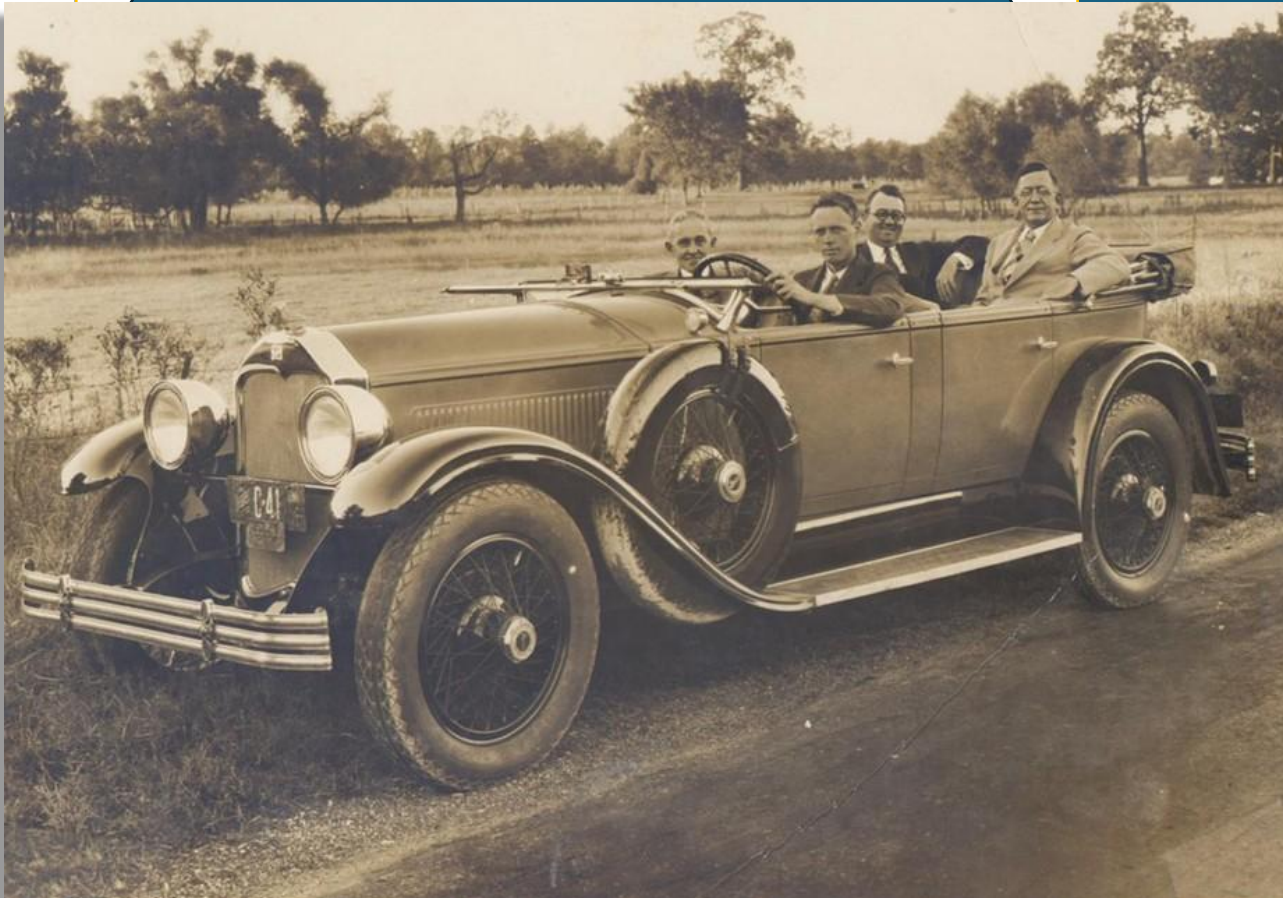
In the photo below he is accompanied by some very well-dressed notables. Notable at the time I suspect however not remembered today when compared to Charles Lindbergh.

The use of a Buick is unusual we believe as Lindbergh was often associated with the Franklin Company, makers of air-cooled motored automobiles. A clear connection to his aviation go to plane, in this case the Spirit of St Louis.

The plane was a specially designed version of the Ryan M-2 mail plane which had a high mile range, ideal when you want to cross an ocean.

It was officially known as the Ryan NYP, the initials standing for New York to Paris. The NYP had an extended range again over the standard plane which enabled it to travel 4,000 miles. The flight distance was, as noted earlier, 10% less than this, a reasonable safety margin.

“a specially
designed
version . .”



Oh, Happy Day . . ?

Here's a fantastic photo that should have been taken on 17 September 1908 in Waynesburg, Green, Pennsylvania.

How can we be so sure when photos of this age can be a little hard to trace? And why are we so wrong?

Well, the wedding couple in the attractively decorated Model 10 Buick are Murray and Cora Aultman and that's Cora's sister Emma riding in the rear seat and as you all know, they got married on the day in that city.

Perhaps not all of you know that, but trust us on this issue. Of course, that all turns out to be incorrect as the annotation on the photo says clearly that this photo was taken in Daytona Florida!

In an early attempt at colour photography, the photo has been retouched after printing to give some colour to the scene.

What you probably do know is that the Model 10 Roadster, even in this disguised state, is an easy Buick to identify.

Being at least September, but probably later, of 1908 the Buick could be a Model 10 which was released for the 1908 model year in August of 1907 or even a 1909 Model 10 which would explain the kicked up rear mudguard seen in the photo.

Not seen on all Model 10, this feature was used in the 1909 Brochure to advertise the range.

"an early attempt at colour photography"



The photographed Buick has the single rumble seat option. We suspect the lace trimmed wheels were an owner fitted option, too!

When Murray Buren Aultman was born in 1877, in Georgia, United States, his father, Hue Lauson Aultman, was 21 and his mother, Deborah C Aultman, was 22. He married Cora Belle Laughrey on 17 September 1908, in Waynesburg, Greene, Pennsylvania, United States. He lived in Jacksonville, Duval, Florida, United States for about 10 years and Jacksonville, Towns, Georgia, United States in 1932.

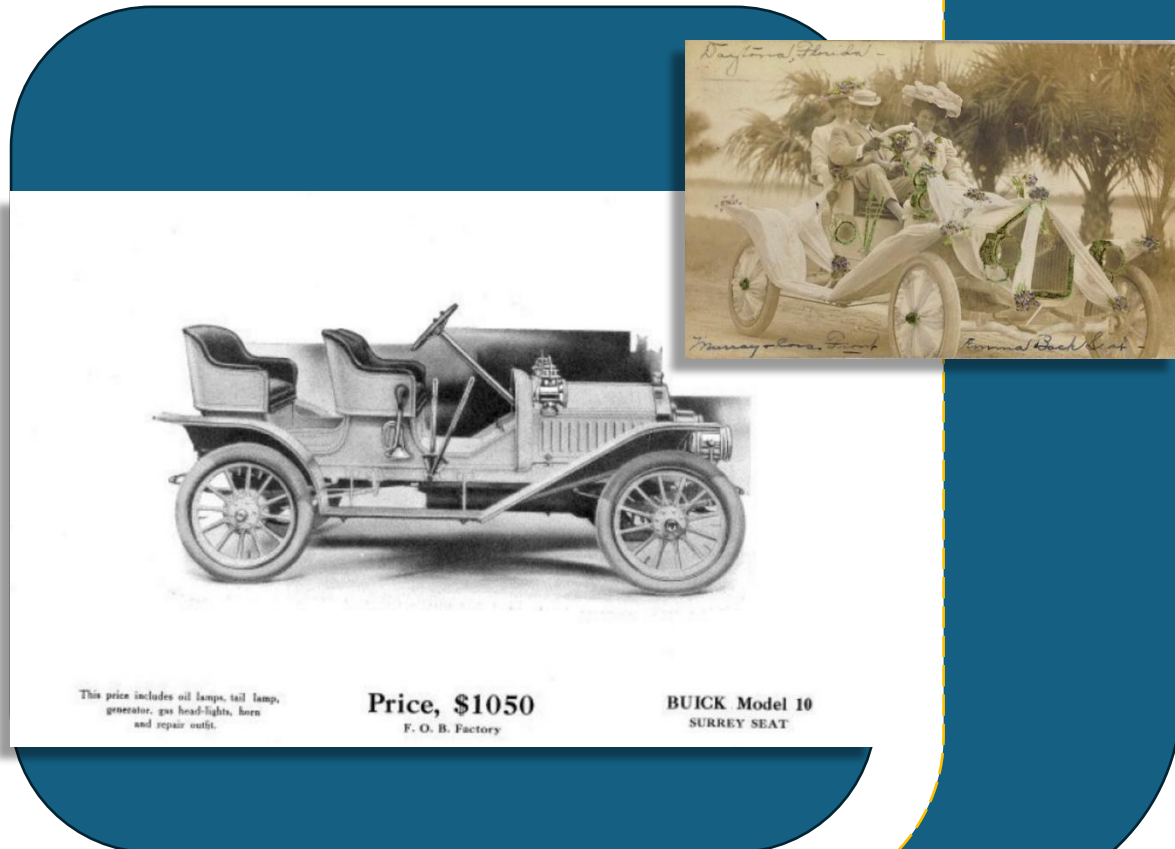
So why do we see them in Florida, that may be answered when we look at his bride's history.

When Cora Belle Laughrey was born on 13 April 1875, in Dawson, Fayette, Pennsylvania, United States, her father, Joseph Robert Laughrey Sr., was 29 and her mother, Anna Elizabeth Overholt, was 25. She married Murray Buren Aultman on 17 September 1908, in Waynesburg, Greene, Pennsylvania, United States. She lived in Daytona Beach, Volusia, Florida, United States in 1910. She died on 25 August 1958, in Jacksonville, Duval, Florida, United States, at the age of 83, and was buried in Jacksonville, Duval, Florida, United States.

Mystery solved, well to a degree.

You might consider a similar decorative scheme for your Buick at your next wedding, should you have one!

"You might consider a similar decorative scheme . . ."



This price includes oil lamp, tail lamp, generator, gas head-lights, horn and repair outfit.

Price, \$1050
F. O. B. Factory

BUICK Model 10
SURREY SEAT

"Could this be the same car . . ?"

Nothing Unusual Here

You may recall we featured a 1909 Model 16 roadster suitably stripped down for racing and claiming world records in the last issue.

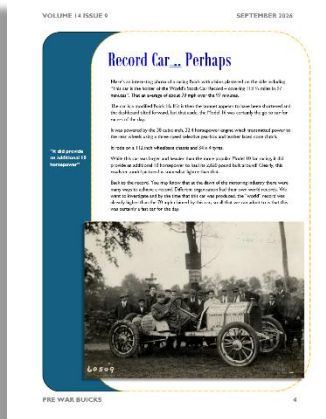
Well sharp-eyed reader, Jeff Randell, immediately sent us this photo of another 1909 Model 16 stripped down and with a race history.

Here's the annotation that accompanied the photo:

Local resident Glenn Breed is shown here parked in front of 217 East Ninth Street in Winfield, Kansas in 1913 at the wheel of the same 1909 Buick Model 17 that he won the 20-lap "Free-for-All" race in on this afternoon.

Note the gap between the back of the hood and the cowl (a.k.a. firewall) of this car. That indicates that this may have been what later became known as a "Marquette-Buick" developed by the Buick factory racing team to be a stock appearing but, in actuality, a hybrid racing car.

The seat even has the same tilt on it, could this possibly be the same car?



A Pair of Buicks in Victoria



"Australian Buicks."

Here's a pair of Australian Buick photos for you.

The first is a football outing group shot.

A coat and tie were the order of the day when the Oakleigh Football Club went for an outing in the country. They had a bit of class back then.

The Oakleigh Football Club, nicknamed the Devils, was an Australian rules football club based in the Melbourne suburb of Oakleigh that competed in the Victorian Football Association from 1929 until 1994.

Colours were purple and Gold

Our second photo is more idyllic.

It depicts a Buick coming around the corner near Apollo Bay and taken from Wongara Victoria in the 1940's.



1928 Model 24X in NZ

With excitement growing around the 2027 Art Deco Festival, which to many will be the Art Deco Buick Celebration Festival, we are getting more and more advice from the readership about who will be there in their Buicks.

One participant will be Dick Ashton from Te Puke, a local Buick enthusiast who bought his Buick way back in the mid-eighties.

The Standard Sport Roadster is a Model 28-24X and Dick came across it in a dilapidated state located on a farm near Pleasant Point, Timaru.

With the help of friends and professionals he has brought the roadster back to life, always maintaining a factory image of what the roadster would have looked like when brand new.

Today Dick's Buick is just that, brand new in so many ways. While Dick confesses that the tyres are now an oversized variation to the normal 21 x 525 Firestone units, being Lester brand 21 x 700's now, most will forgive him his indiscretion.

Check out the photos, if you are like me, you will be amazed that Dick has had this Buick on the road since its first showing at the 2000 Vero Rally in Hamilton, NZ.

Dick attributes its condition to a large spare parts collection that he has at his disposal.

Please enjoy the photos and our thanks to Dick for sharing with the readership.

If you want to see this immaculate 1928 24X Sport Roadster in person, we'll see you in Napier in February 2027!

"With the help
of friends . . ."

DAILY 2027
 ACCOMMODATION SUGGESTIONS

Napier, New Zealand

In most instances, room rates for the 17th and 22nd February differ from the dates 18th-21st February. This is because during the Art Deco event, (18th-21st February), room prices are at a premium.

Some lodgings have yet to open their bookings, or divide their prices, the Ostley Inn and Navigators are examples. Best practice here is, the earlier one books, the best prices will be given.

There are many other accommodation providers available using Airbnb and monochang other. Details should be last before not be to your requirement.

You must make bookings direct with your accommodation provider to avoid disappointment. Some accommodation facilities are already fully booked.

Please use the code BUICK when booking.

1. **WATERLOO COURT MOTEL**
 5 km to CBD ★★
www.waterloocourt.co.nz
 Rates from: \$130-\$180 p/n
2. **HARBORVIEW MOTEL**
 5 km to CBD ★★
www.harbourview.co.nz
 Rates from: \$250-\$400 p/n
3. **NAUTILUS NAPIER**
 5 km to CBD ★★
www.nautilus-napier.co.nz
 Rates from: \$400-\$650 p/n
4. **EAST PIER HOTEL**
 5 km to CBD ★★
www.eastpierhotel.co.nz
 Rates from: \$274 p/n
5. **ASSURE FAIRLEY LODGE**
 5 km to CBD ★★
www.assurefairley.co.nz
 Rates from: \$220-\$300 p/n
6. **MOTEL DE LAMER**
 5 km to CBD ★★
www.moteldeamer.co.nz
 Rates from: \$295 p/n
7. **ANCHORAGE MOTEL LODGE**
 5 km to CBD ★★
www.anchorage-motel.co.nz
 Rates from: \$295 p/n
8. **NAVIGATOR SEASIDE MOTEL**
 5 km to CBD ★★
www.navigatorseaside.co.nz
 Rates from: \$450 p/n
9. **QUALITY INN NAPIER**
 5 km to CBD ★★
www.qualityinnnapier.co.nz
 Rates: not yet available



For 1928, the Model 28-24X rode on the 114.5-inch wheelbase chassis and was powered by the 207 cubic-inch straight six which was rated at 23.4 SAE horsepower.

The roadster came in a Trail Green with black mudguards paint scheme. Dick's car would have been one of the 251 examples made for export that production year.



A beautiful example of the model!



“Original
colour scheme
of Purple Lake
and cream
running gear.”

Queensland 1906 Model F

On this car we have very little information about how it got to Australia and when, but we do know it belongs to Chris Anderson and is housed in Bundaberg, Queensland.

Viewed at the after-tour for the 50th Anniversary Queensland Club Buick Nationals event in 2025, it is housed with a very nice collection of both steam powered and petrol powered veteran cars.

Of course, here at Pre War BUICKS, we must consider this Model F to be the pick of the bunch!

The Model F was built in Jackson during Buick's short stay there. It debuted that year and was powered by a two-cylinder engine of 159 cubic inch capacity and producing 22 horsepower, a carry over from the previous model year, albeit the crankcase was an improved version for this year.

Power was transmitted to the rear wheels via a 2-speed planetary gearbox and chain drive. This was also the first year of the full depth radiator replacing the previous, initial, above the chassis unit. This enlarged radiator enabled the previous water storage tank to be eliminated altogether.

The engine was the previous boxer designed OHV unit that lived under the front seat of the car and a sixteen American gallon fuel tank was located under the bonnet. It rides on an 87-inch wheelbase chassis.

This restoration features the original colour scheme of Purple Lake and cream running gear.

The selling price in the US was US\$1,250 and weighing is at 1,850 pounds, Buick produced 1,207 examples in a total annual output of 1,400 cars.

The Model F was to go on to gain the reputation of solid construction and near indestructibility, earning the nickname of *Old Faithful* in later years.

Enjoy some of the photos made available from John Lee.





1906 Model F
in Bundaberg



“The artist must have used a real example . . .”

Murray L. Bracker

We received this information and copy of the GM advertisement from Jeff Randell including the following annotation:

1932 Buick 5-Passenger Victoria Coupe. The inset illustration is by M. Leone Bracker (1885-1937). Bracker did many illustrations for GM in black and white. Not sure he did the car, but whoever painted it was paying close attention to the direction of the sun as the shadows are consistently correct

The artist must have used a real example, an optical drawing aid projecting the image, and a few days of sun in the same spot to get this right, or worked from a decent photo. You can tell a GM product from '32. They all had doors on the hood sides - except some leftover '31 models.

Interestingly, we rarely hear too much about the artists that put these posters together however in this case as we do know that the artist was Murray Leone Bracker, we also know that he was an illustrator and the brother of Joseph, another well-known illustrator.

The two brothers had a similar artistic style and so to ensure their works could be differentiated easily, they would sign their names differently. Joseph would sign as J. Henry Bracker and Murray would sign as M. Leone Bracker.

As Murray Leon Bracker was born in 1887, it is assumed he started his illustration career at the beginning of the 20th Century. He is best known for his magazine illustrations in issues of Scribner's, Hearst's International, and Collier's around 1910 – 1930. He also illustrated books for Bruno Lessing and Arthur Roche, among others.

Murray died from drowning in 1937.

THE SATURDAY EVENING POST August 6, 1932 THE SATURDAY EVENING POST

BUICK
STRAIGHT EIGHTS
PRODUCT OF GENERAL MOTORS

We're certainly proud of our Buick!

The family that owns a Buick Straight Eight takes natural pride in possession of a motor car on which the whole world has placed its seal of approval. Their is the complete satisfaction of people who know they have a truly fine car.

They find it a pleasure to invite friends to accompany them in their Buick. The Body by Fisher is beautiful, spacious, comfortable, appointed with the same perfect taste which characterizes the homes of discerning families.

And riding in a Buick is a joy to everyone. The car moves so smoothly and steadily, the Buick Valve-in-Head Straight Eight Engine cuts off the miles with such swift, silent power, that passengers are delighted with every minute of the trip.

There is cause for pride, too, in Buick's quick responsiveness to the will of the driver—because Wizard Control, combining Automatic Clutch, Controlled Free Wheeling and Silent Second Synchro-Mesh, makes operation effortless. Most pleasing of all is that long-lived reliability which is the very heart of Buick—the capacity to give more and better miles—to keep on serving loyally and faithfully, as so many Buicks have done, for 150,000 miles and more.

You will understand, when you own a Buick, why so many motorists favor this car so enthusiastically. The thought which is in their minds will find echo in the minds of yourself and family—“We're certainly proud of our Buick.”

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

The King's 1939 Crash

Kings come and go, well occasionally they do.

Their cars on the other hand normally end up in a museum or private collection because they generally don't do too much work in their lives and therefore are in good condition and well worth preserving.

Not unusually, a King might have several, or even a heck of a lot, of cars to spread his driving miles over.

Of course, the King's demise may also occur at the same time as the King's car. This is much rarer, although not an impossible outcome.

This was the case in 1939 with the King of Iran, Ghazi ibn Faisal, the only son of Faisal I.

He was born in Mecca on 21 March 1912 and became the Crown Prince of the Kingdom of Syria in 1920.

Following his father's passing he was crowned King in 1933.

Tragically he died in a car accident in Baghdad in April 1939.

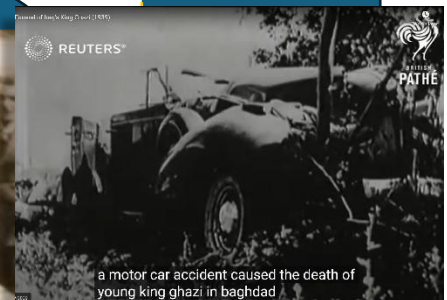
Sadly, he took with him his 1939 Buick Convertible Phaeton!

King Ghazi was only 27 at the time of his passing and he was succeeded by his only son who, due to his young age, was not crowned King until 1953. In the interim Prince Abdul Ilah served as regent.

Pathe news covered the story in their weekly newsreel, and you can view that [HERE](#).



King Ghazi I



2026 East Coast Meet

30 entries in 27 Buicks made for a great time in South West Rocks this past September at the East Coast Meet coordinated by the NSW club in 2026.

The management team led by John Saddington as the emcee provided us all with some interesting and enjoyable sights and sensation in what many have described as the pearl of the Pacific Coast.

Although the climbing test on the Friday nearly put some of us out of action for a while, the view from the Smoky Cape lighthouse was spectacular for sure.

John and the team led us through a series of events including a surprise (for the children) ten Buick car show with another larger group of Buicks peering through the fence around this tiny-town school in Gladstone.

We spent some time in a goal, haunted some of the commercial outlets around town and even performed a parade at the Rusty Iron Really at Macksville.

All and all, another outstanding effort by the NSW Buick Club event team.

Ten pre war Buicks out of the total number of Buicks made for a spectacular show for the locals at South West Rocks this year.

Paul and Christine Dearling in the 1924 Six 54X (C?) were driving the oldest Buick on the run while Paul and Andrea Unicomb in their 1941 Model 46S Sedanet drove the latest pre war entry.

At the awards night on Sunday in the pre-45 section, Max Webster picked up the coveted Ladies Choice trophy with his 1928 Touring and David Hayes picked up the men's choice trophy with his 1929 Roadster. David also was selected by the Rusty Iron management committee as a prize winner at the show.

Enjoy some photos from across the weekend below.



Above: 1500 horsepower Allison aircraft engine ready to go at the Rusty Iron event.

Our two pre war winners in the box below . .





David and Margaret Hayes

1929 44 Master

Pre War
Buicks at the
East Coast
Meet 2026



Paul and Andrea Unicom
1941 46S Sedanet



Dave and Penny Norton

1937 Series 40 Sedan



Max and Laurie Webster
1928 Model 24 Touring



David and Krishna Armstrong

1937 Model 41 trunkback sedan

Pre War
Buicks at the
East Coast
Meet 2026

Peter and Margaret Cook

1925 Standard Touring



Keith and Nancy Packham

1930 Coupe



Paul and Christine Dearling

1924 Model 54X Roadster



Ben and Toni Tanner

1927 Model 54X Roadster

Peter Tight Photo

Below: Hedley and Barbara
Dearling

1930 Roadster



Peter Tight Photo

Here are some more photos from the East Coast Meet including the awards night and some from the Rusty Iron Rally at Macksville where the Buicks got to demonstrate their features to the appreciative crowd with a lap of the oval and a comprehensive detail review by the NSW President and event Emcee, John Saddington.



Ladies Choice winner, Max Webster at Left and the Men's Choice winner, Dave Hayes above.



A sight that nobody wants to see at a car rally – the NRMA breakdown unit!



Awards Dinner hugs . .



“However,
never at Indy!”

Never at Indy

Forty starters in the 1911 Indy 500 race, the very first, and the two Buicks finished 34 and 36, an inglorious start to what would become a great racing history for Buick.

Charles Basle and Arthur Chevrolet were the drivers of these two Buicks.

Bob Burman won that first race in a Benz, and within a short time he was driving for Buick.

Durant was nothing if not an entrepreneur, even when it came to racing. He saw the benefits of the bragging rights that come with victory in this newest of modern sports and if you want to win then you must have the best of everything. The car and the driver had to be unbeatable.

Buick and Burman would give him that combination.

However, never at Indy!

In fact, Buick's best ever finish wouldn't come until 1992 with Al Unser in a Buick V6 powered Indy car. But that's another story and not for our pre war interest.

What Durant achieved was success at the very many races that were popping up all over the US and it was these results that established Buick as the go to fast car. The Model 10 being the catalyst for a rapid increase in Buick's racing fame.

We have covered racing Buicks in many previous editions and while we don't intend to go over that history again, we would recommend you take a look at the video [HERE](#) that gives you a great insight into racing at that very first Indy 500 back in 1911.

The men, the drivers and the mechanics, who participated in these events took their lives into their own hands when they entered the track. Accidents eventually shut down the final race of the day in 1911 before the winners were declared.

You will see what a spectacular event a motor race was in those days, and while the average speed falls well short of today's Indy cars, as you might expect, the thrill of racing is possibly even greater when you see these daredevils hanging on for their lives as they circulate in the, then recently bricked and banked, Indianapolis race circuit.

Bob Burman is crowned Speed King at Indy for setting a speed record at Daytona Beach in April 1911.



The Model C

Costing US\$1,200 in 1905 (about US\$45,000 today), the Model C was Buicks second iteration of its Touring car. It followed the Model B and was substantially the same car.

While you appear to have little chance of acquiring a Model B these days, they say none survived, you could possibly obtain one of the fourteen known examples of the Model C, if you have enough funds behind you of course. And by funds, we don't mean US\$1,200!

The most recent recorded sale of a Model C was achieved in Long Beach California at the Gooding Christie Stan Lucas auction, where a sale price of US\$53,760 was obtained.

Perhaps the most famous Model C resides with General Motors' collection. This vehicle is the fourth oldest Model C remaining in existence. As you might expect from GM, it is immaculate. However, the GM Model C is painted red and not in the only available colour for 1905, Buick Blue. This was the same colour as used on the 1904 Model B. The Model C also had white chassis and running gear, an attractive combination, as is the red by the way.

The most recently sold Model C is painted in Blue.

All Model C's were assembled in Jackson and utilised engines and transmissions that were still manufactured in Flint. Bodies were all built by the Flint Wagon Works.

It is claimed that 750 Buicks were constructed in 1905, an incredible increase over the 37 built the previous year.

All Model C's were powered by the 159 cubic-inch two-cylinder Buick engine that produced 16.9 horsepower, although there were some claims that other engines from the Buick range may have been used also.

You can check out the GM owned Model C [HERE](#).

Below: the
US\$53,760
Model C



At Left: The
GM Collection
Model C

Louis Strang and Buick Legacy

In the early years of the 20th century, the automobile industry was a landscape of rapid innovation, fierce competition, and bold personalities. Among the most dynamic figures of this era was Louis Strang, whose career as a race car driver and test driver for the Buick Motor Company left an indelible mark on both the sport of racing and the advancement of automotive technology. Born in 1881, Strang's journey intertwined with the very origins of American motorsport, and his contributions continue to echo in the legacy of Buick and the racing world at large.

Strang's involvement with Buick began during a critical period of growth for the company. At a time when automobiles were still considered experimental, test drivers played a vital role in shaping the future of car manufacturing. Strang's exceptional technical skill and fearless approach made him an invaluable asset to Buick. As a test driver, he provided essential feedback to engineers, identifying weaknesses and suggesting improvements. His ability to push vehicles to their limits enabled Buick to develop cars that were not only faster but also more reliable—a critical distinction in the competitive automotive marketplace.

On the racetrack, Louis Strang was celebrated for his audacity and mastery behind the wheel. He participated in some of the era's most prestigious and demanding events, including the renowned Vanderbilt Cup and various endurance contests. These races were gruelling tests for both drivers and machines, demanding stamina, quick thinking, and flawless technical execution. Strang's performances were a testament to his talent and determination, earning the respect of his peers and the admiration of spectators. His successes not only bolstered his personal reputation but also enhanced Buick's standing in the public eye, demonstrating that the brand's vehicles could compete—and win—at the highest levels.

“ – and win – “



Louis Strang at the wheel of his Buick, during the 1908 Ormond-Daytona races in Florida

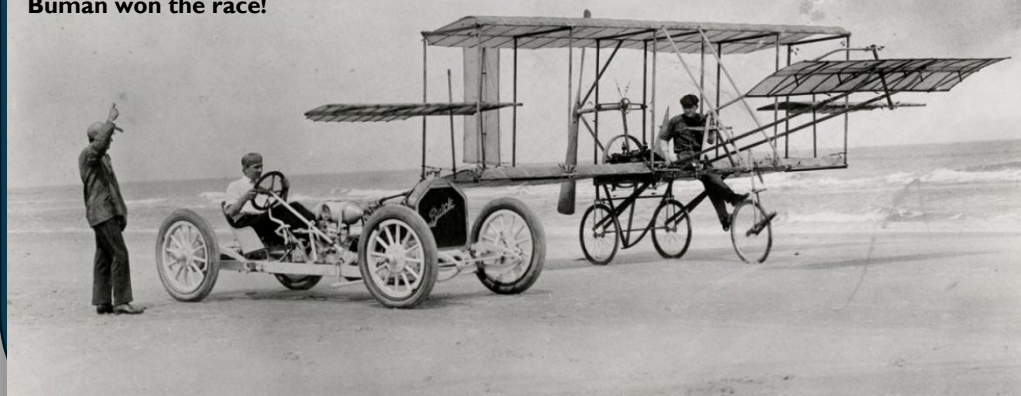
Strang's dual role as test driver and competitor was especially significant because it bridged the gap between engineering and racing. The insights he gained during competition directly informed the design and refinement of Buick automobiles, ensuring that the lessons learned on the track translated into superior products for consumers. This synergy between racing and manufacturing helped establish Buick as a leader in automotive innovation during the early 1900s.

Tragically, Louis Strang's life and career were abruptly ended in 1911 when he died in a racing accident. Yet, in his brief time, he exemplified the spirit of adventure and progress that defined the dawn of American motorsports. His courage, technical acumen, and commitment to excellence left a lasting impression on Buick and set a standard for future generations of racers and engineers. Strang's legacy is a reminder of the profound impact that visionary individuals can have on their industries, shaping the course of history through passion and perseverance.



**At Left: c.1909,
Louis Strang at
the wheel of
his Buick Racer**

View of aviator Carl S. Bates and drivers Louis Strang and Bob Burman with biplane and Buick automobile during the 1909 Ormond-Daytona races in Florida. Bates is at controls of aircraft; Burman is in Buick car and Strang stands nearby. Naturally, Buman won the race!



Annette Kellerman, Buick Mermaid

"Kellerman in 1910."

Annette Kellerman was a world-famous swimmer and entertainer who performed in New York City, where she starred in vaudeville shows and was a pioneer in early films like the 1914 hit *Neptune's Daughter*. She also popularized the one-piece swimsuit and performed synchronized swimming, also known as "water ballet," at venues like the New York Hippodrome. Her performances in New York were a major part of her international fame, cementing her nickname "The Million Dollar Mermaid".

We have three photos of Kellerman taken in NYC in 1910 where she was crowned Queen of the annual automobile parade.



Annette Kellerman, Queen of the 1909 New York automobile carnival, riding on the Buick float during the parade. Kellerman sits in a seashell throne with the float decorated with flowers and seashells.



Annette Kellerman behind the wheel of a new Buick touring car in Central Park, New York City.

The Buick is a 1910 Model 17 Touring. The final year for this model, selling 6,002 examples for the year.

Costing US\$1,750, the Model 17 weighed 2,790 pounds and was available in two colour schemes, solid red or blue body with white wheels and running gear.

The Model 17 seen here with Annette Kellerman has been fitted with optional spare tyre and top.

**“Kellerman
behind the
wheel . .”**



Annette Kellerman in a 1910 Buick Model 10 in Central Park, New York City.

This Tourabout style Model 10 was priced at US\$1,050 and was not a big seller, so much so that it was discontinued at mid-season.

Nevertheless, the Model 10, in all of its styles, was able to generate 11,000 sales this year out of the record 27,335 vehicles produced by Buick that year. Some claim a higher annual production number for Buick; indeed the number 40,000 is used in some publications.

Even at the lower number used here, Buick production numbers placed in firmly at the number 1 or 2 position in the sales charts!

Another Model C, Plus a B

In a previous article, just a few pages back, we took a quick look at the GM Collection Model C and also at the most recently sold at auction Model C.

So that you don't think they are too rare to aspire to, here is another Model C that resided in the Harold Warp Museum in Minden, Nebraska.

They are fine looking cars, and possible well ahead of their time back at the very start of the last century.

Just to make you a bit more envious, we also include a couple of photos below of a Model B – forget it, there are none left we are assured!

“Forget it,
there are none
left . . .”



Model C above,
Model B below and
at left, a fully loaded
Model B



Spot the Buick

Here's a challenge for you.

Much like the picture quiz game *Where's Wally*, we ask the question *Spot the Buick(s)*, if there are any that is.

The scene is Bondi Beach in Sydney Australia and probably very early thirties, if that's a clue.

Where's Wally
...?



Perhaps, spotting the tea pot would be easier!

Those Hot Rods . . Again!

Last month's cover featured a hot rod bonnet mascot, and it must have clicked with some of our readers who requested some more of the details of the cars included on the cover.

Always keen to please, we present a series of photos that show off these cars.

Nice!





What Next in the E-Magazine

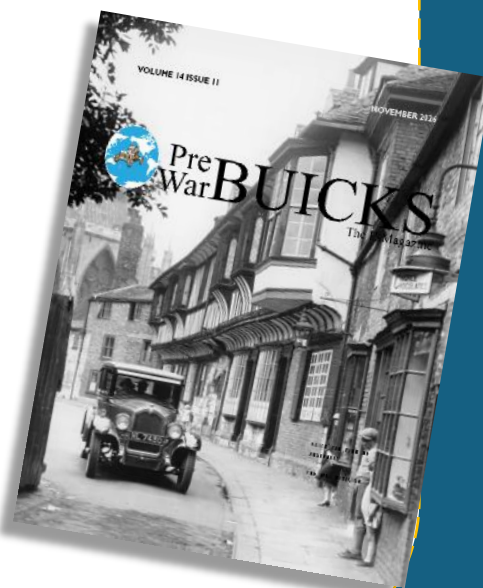
Historic monuments, pre war garages, people's lives . . what more could you ask for next month in the Pre War BUICKS eMagazine?

Well, what about the largest picture in the world? Another running board dog, a post card for NZ, information on the T-headed Buick motor . . . the list goes on.

Buicks for hire, New Zealand fire trucks, factory painters, naval ambulances, a trip around the world and finally a fireworks display!

Join us next month for the November edition of Pre War BUICKS.

Not to be missed!



"Not to be missed!"

The Buick Car Club of Australia Qld Inc.

Web:

<https://www.buickcarclubqld.com.au/>

When Better Automobiles Were Built
Buick Built Them, Pre War

This e-magazine is produced under the auspices of the Buick Car Club of Australia Qld Inc. to cater for the needs of car enthusiasts with an interest in Pre War Buicks.

It is a medium created for the exchange of stories and ideas. Its aim is to support enthusiasts in the preservation and use of the Buick Automobiles built between 1903 and the end of 1941.

The editors welcome contributions at prewarbuicks@gmail.com

The editors reserve the right to include submitted articles or not at their discretion.

Previous editions of the eMagazine are available here: [On Line Magazine](#)

And In The End, Cute Wins Out

“Proving that . . .”

I know we usually save these “Cute girl in a Buick pedal car” stories for next month’s edition however, this one came along some time back from Jeff Randell and, while we were saving it, we found that we just couldn’t resist it any longer and so here it is.

Proving that, in the end, a cute girl in a pedal car Buick will always get to the front of the story queue with us!

