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Pre War BUICKS

The E-Magazine

BUICK CAR CLUB OF
AUSTRALIA

PRE WAR DIVISION



“one of the greatest factory demonstrations ever!”

Editor's Comment

Buick was never afraid to take a gamble and in 1925 Buick dropped the four-cylinder range, replacing it with a light six vehicle.

If that wasn't a big enough gamble, Buick then sent one of its export model cars around the world, without a factory chaperone!

Let's take an after-the-fact look at some of the information from that 1925 Model year.

Sales were up for the now four cylinder-less year to 192,100. This was the second highest sales for a year ever, eclipsed only by the 201,572 sales of 1923.

The model chosen to undertake the round the world trip was the Model 25-25X. It sported the, new for this year, six cylinder engine of 3 x 4.4 inch bore and stroke, a 191 cubic inch capacity.

A brand new engine that produced 21.6 SAE horsepower, 50 brake horsepower, might seem a bit risky for such a mammoth challenge, however it seems that Buick was not daunted.

A range of innovations were seen on the 1925 models.

Vacuum wipers, DuPont Duce lacquer paint, four-wheel mechanical brakes - which were new for this particular car as they were only released in 1924, and torque tube drive, all new.

Standard equipment throughout the Buick range this year included fuel gauge, ammeter, electric horn, transmission lock, demountable rims, front shock absorbers, spare tyre carrier, heater, rearview mirror, sun visor, clock, running board scuff plates, instrument panel light and a headlight dimmer! They were certainly a well-equipped car for their time.

And so, off set a near factory standard Model 25-25X (export model and therefore sporting Right Hand Drive) which was only upgraded for the tour by the addition of four spare wheels, a shovel and running board mounted toolboxes.

This Special Edition takes a quick look at the tour, with an emphasis on the Australian and New Zealand legs of the round the world trip that started in New York in December 1924 and after six months was credited as one of the greatest factory demonstrations ever!

We include stories penned by John Gerditz and Eric North in this edition with the approval of the Buick Car Club of Australia. Our thanks also to Neville Smith for some New Zealand content and to Jeff Randell for additional Australian content.

Video Connect . . . Maybe Not

Video clips of the *Round the World Buick* are hard to find, very hard indeed.

What say we just take a look at the cover this Special Edition as the *Round the World Buick* passes by My Egmont in New Zealand on its way back to the US via Hawaii and many US states.

While the picture is not of great quality, imagine movement and it's almost like viewing a video . .

Perhaps not, enjoy the rest of this special edition of Pre War BUICKS.

Why a Model 25-25X

With a staggering 23 models produced by Buick in 1925, what exactly was this Model 25X?

Buick clearly would have wanted to gain maximum value from its round the world expedition, after all, this was no last minute whim expedition.

Travel arrangements would have been intensely scrutinised before such a trip could even be contemplated.

No doubt planning would have been in train for almost as long as the development of the new for 1925 light six engines.

This was to demonstrate to the public that a lighter Buick Six was no less of a Buick.

At 191 cubic inches the motor was far smaller than previous sixes that Buick produced. Would 50 horsepower be enough to provide enough grunt to power a car the size of a Buick, even a light Buick?

By way of comparison, a Model T Ford 170 cubic inch four cylinder engine produced 20 horsepower and a Touring weighed in at 1,953 pounds.

A light Buick Touring Model 25 weighed 2,970 pounds, so while it carried an additional 1,000 pounds over a Model T, it did have an additional 30 horsepower. So, there should be enough power available to enable the Model 25 to reach a good cruising speed.

Indeed, while a Model T would cruise at 40-45 mph, the Buick Model 25 was able to achieve a speed of 65 mph, although a more comfortable cruising speed would be 50 mph.

In terms of comfort, well it was a Buick, so it was always going to be a comfortable ride, right! Selecting a touring body also ensured there was plenty of room for visiting dignitaries to be shown off around the world trip route and if necessary, with the top down, large loads could be carried if required.

On the subject of fuel consumption, reports of the day suggest that 18 – 20 mpg was possible to achieve. Any number of Buick enthusiasts today would no doubt dispute that claim of course with a figure closer to 15 mpg achievable, and that from an Imperial gallon of fuel.

We touched on the Model 25 specifications in the editorial this edition so won't repeat that here. Suffice to say the Model 25 would be up to the task, assuming that this new and possibly under-tested new engine could handle the rough conditions ahead and the vagaries of multiple untested drivers.

Just to be sure, this export model, that's what the X stands for in its model title, came equipped with four spare tyres, a shovel and toolboxes mounted on the running boards, along with, by many newspaper accounts, additional fuel storage!

And finally, being Right Hand Drive, this car would have been the car most foreign counties would have received from the factory, so it would be seen as a possible sales booster no doubt.

**"It was a Buick
after all".**

“a remarkable
Buick
expedition.”

The Tour Downunder 1925

We present the content from the Buick Car Club NSW website below and on the following pages as a fascinating introduction to this remarkable Buick expedition.

1925 – Buick “Round the World” Car Visits Down Under

Compiled and contributed by John Gerditz with thanks to BCCA Historian, Eric North for “The South Australian Motor” material. Also, a very special thank you to Geoff Heaps from South Island, New Zealand for the time and trouble taken in researching and contributing the many 1925 New Zealand press reports and other N.Z. material about this event.

The Grand Promotion

Our pioneering motor companies were marvels at promoting their products via action stunts, mountain climbs, speed and endurance runs and pitching their products against the odds. Buick Motor Corporation used this type of promotion extensively from the very early days, but their 1925 Buick Round the World promotion must hail as the grandest and most successful of them all.

The Buick marque was noted for its 4 cylinder economy models and large 6 cylinder upmarket cars. For the 1925 model year Buick took the bold step of dropping its very successful 4 cylinder economy line and replacing it with a slightly larger, light six car together with a fair price increase. This model ultimately became the stepping point for Buick's volume selling range over the next decade.

General Motors Export Company handled all Buick export sales so, together with Buick Motor Corporation, they devised a promotion whereby they would send one of the new light six Buicks, unaccompanied around the world via their worldwide dealer network. The objectives would be to demonstrate the stamina and reliability of this new model and to illustrate to the international car buying market the extent, depth and efficiency of the worldwide Buick dealer network.

In order to make the feat more unusual, no driver or factory representative would travel with the vehicle. It would be simply handed on from dealer to dealer around the world with each dealer meeting the car on his territory boundary, driving it through his territory and handing it on to the next dealer at the other end of his territory.

To add credence, the car would carry a log book to be written up by the many participating drivers and passengers and endorsed at each stop with a witnessing signature by a local dignitary such as the mayor.

The promotion took many months to arrange with the journey mapped out and planned ahead to a detailed schedule, times of arrival and departure in different towns and countries being set down in advance to coincide with required shipping schedules. To the planners credit the car was reported to run to timetable with all shipping arrangements met.

The vehicle chosen was a 1925 Buick model 25-25X. This was the standard export model four door, light six, touring car with right hand drive. It was reported to be ex-factory standard production but was equipped with 4 spare wheels plus running board toolboxes to carry extra equipment such as shovels, chains, wire ropes and the like to assist in traversing some of the hostile terrain it would encounter.

The Trip

As it was the practice to launch the forth coming years models around August/September of the preceding year, it is no surprise to learn that this 1925 Buick promotion started in New York on December 20th, 1924 and after 16,499 miles finished in New York on June 23rd, 1925.

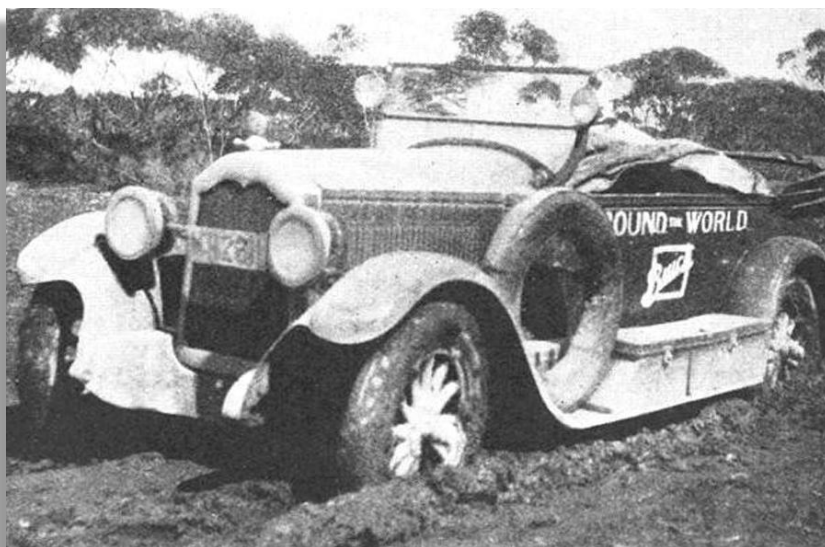
Shipped on board the SS Aurania to Liverpool, England the Buick was met by the British agents and driven via Manchester, Birmingham, Nottingham and Swindon to London. On January 6th 1925, it left London by ship en route to Amsterdam, Holland, with the Netherlands Buick agents accepting delivery from the docks on January 8th. The Dutch then drove the car to Belgium via The Hague and Rotterdam to Brussels arriving on January 11th.

The Belgium agents saw the car safely to Paris where the French agents took charge for the trip via Avignon to the Mediterranean port city of Marseilles. On board again the Buick left Europe on January 20th bound for Cairo, Egypt.

Leaving Cairo, the Buick travelled north to the coastal city of Port Said then on up the coast via Gaza to Jerusalem in Palestine. Continuing up the Mediterranean coast it arrived on February 5th at Beirut in Lebanon. Eastward from Beirut to Damascus, traveling through what was then known as Mesopotamia on to Bagdad, driver reports suggest the trip from Gaza to Bagdad over the Syrian desert as the roughest terrain encountered with the run over the Lebanon mountains recorded as extremely difficult. From Bagdad onward across Persia to Basrah on the west bank of the Euphrates. From this Persian Gulf port, the Buick was again on board, bound for India via the Persian Gulf, the Gulf of Oman and across the Arabian Sea to Bombay.

From Bombay the trans-India trip took the Buick north via Agra to Delhi arriving on March 1st, then southeast to the Bay of Bengal coast and Calcutta where on March 15th it was shipped to Colombo, Ceylon (today known as Sri Lanka). After being driven around the island, the Buick was again shipped, this time across the Indian Ocean to Western Australia.

Arriving through the port of Fremantle, Dalgety & Company, the Western Australian Buick distributors took control of the car, displaying it in Perth on April 1st before embarking on the 1,800 plus mile trip across the Nullarbor Plain to South Australia. The trip to Adelaide was rough, taking seven days through mud so deep the Buick bogged to the axles (see picture). Mr E.G. Langdon was the driver who later declared he was thankful it was a Buick he was driving.



Heavy going for the "Round the World" Buick on an Australian Road. MOTOR LIFE AUSTRALIA, June 26th, 1926.

"I think it
would be
unlikely."

From Adelaide it took another four days to reach the Victorian capital Melbourne on April 15th, where the Victorian distributors, Lanes Motors Pty Ltd displayed the car, and then Mr R.T.Lane drove the Buick to Albury on the NSW border arriving on April 20th.

At Albury Mr P.A. McIntosh accompanied by Mr Jack McManus from the New South Wales distributors McIntosh & Sons Ltd., took over the car for the trip to Sydney. "It was a fast drive and the car behaved excellently," said Mr McIntosh. "We had to stop in practically every town along the road from Albury to permit our agents and the public to inspect the car and that meant even harder driving than we cared for over very bad roads. Nevertheless, the car ran faultlessly, and, in fact, it has only had one puncture since arriving in Australia. Four spare wheels are carried and as a precaution the tyres were changed in Adelaide." On the trip from Albury to Sydney Mr McIntosh reported the Buick averaged 23 miles to the imperial gallon.

After displaying the Buick in Sydney, it was shipped on April 24th across the Tasman Sea to New Zealand, arriving in Auckland on April 29th. From Auckland it travelled the east coast to Wellington via Gisborne, Napier and Woodville. From Wellington on board the steamer to the South Island, it disembarked at Lyttelton near Christchurch. The South Island dealers then embarking on a multi-stage trip down the east coast called on the way at Ashburton, Timaru, and Dunedin where a representative of Cooke Howlison & Co took charge. Driving on via Milton and Gore before reaching its southern most location in traveling around the world on May 4th, the Buick was in the hands of a representative of A.Russell & Co's Garage, Invercargill.

The following day, after parading through Invercargill and meeting with local dignitaries, the Buick set off to return to Wellington on the North Island via the same route, stopping on the way at Edendale for a photo with local Buick enthusiasts (see main photo). From Wellington via Wanganui and New Plymouth the Buick returned to Auckland completing its tour of New Zealand.



"Around the World" Buick, with local Buick enthusiasts
Edendale, South Island, New Zealand
May 1925

Contributed by Geoff Heaps with special thanks to Owen Goodlet for permission to reproduce

On board again the Buick crossed the Pacific Ocean, briefly stopping at Honolulu, Hawaii to tour the island before eventually disembarking at San Francisco. From here many members of the American dealer network drove the car right across the United States calling in, on June 19th, at the Buick plant in Flint, Michigan where the car was made. From Flint to Detroit, the car crossed into Canada crossing back to the United States at Niagara Falls and then South to the finish, on time, at New York on June 25th, 1925.

During this epic tour the nomadic Buick traversed 14 countries and travelled 16,499 miles and was driven by 90 representatives from the more than 600 strong, dealer network. Having read about this massive feat, take a minute to think about it in today's terms. Like me, I am sure you will question if it would be possible to re-enact today. I think it would be unlikely.

Technical details

1925 Buick Standard Six Touring

Model: 25-25X (Export model, right hand drive)

Series: Standard – 114 and 3/8" wheelbase.

Body: Tourer style, seats 5.

Equipment Side mounted spare, rug rail, key lock gearbox, step kick plates

Wheels 12 spoke artillery with demountable split rim, tyre size – 500 x 22".

Chassis Serial # 1300781 (World Trip car) single drop type steel channel frame

Engine 6 cylinder inline overhead valve,

Bore & stroke 3" x 4 & 1/2" Displacement – 191 cu in. (3 litre)

Rated horsepower 21.6, actual @ 2800 rpm 50bhp

Clutch Multi disc (10 plate dry).

Gearbox Center floor shift – 3 speed, selective sliding gear type with reversed SAE shift pattern. Ratios, high-direct, intermediate-1.824 to 1, low-3.039 to 1, reverse-3.647 to 1

Rear axle 3/4 floating type with torque tube drive – ratio 4.9 to 1 - track 56 & 3/8".

Front axle Reverse Elliott type I-beam – track 56 & 3/8"

Steering 17 & 1/2" wheel, worm and split nut semi irreversible type.

Suspension Front – semi-elliptic, Rear – full floating cantilever.

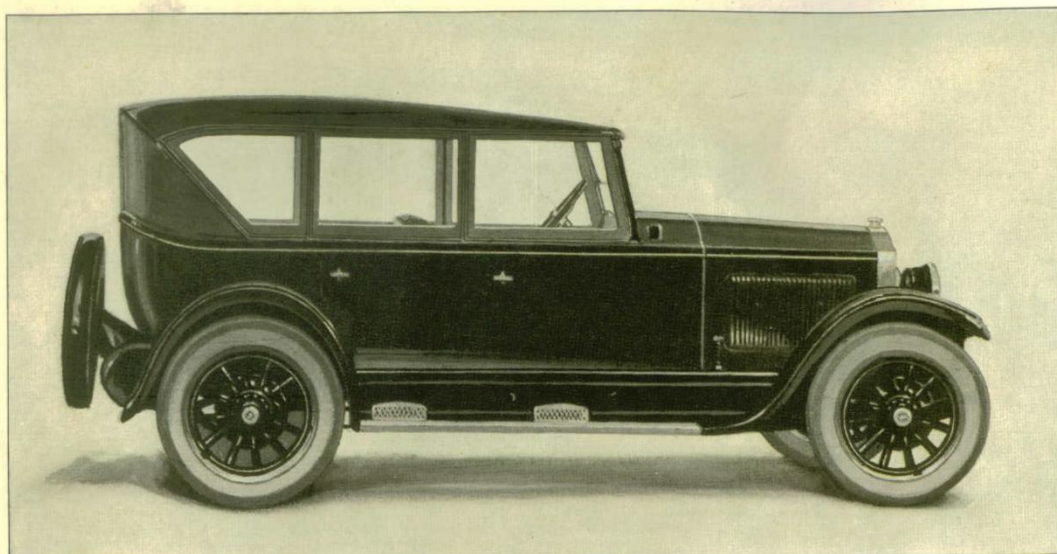
Brakes Service – 4 wheel, mechanical external contracting, 12 & 3/8" drum.

Handbrake – 2 wheel rear mechanical internal expanding, 12" drum.

Electrical 6 volt, Delco-Remy – motor generator 3 brush type.

Fuel Tank 12 gal US, Stewart vacuum tank, Marvel updraft carburettor.

Illustration
from the 1925
factory
brochure.



Buick Model 25 - Six - 25 A

ENCLOSED FIVE-PASSENGER TOURING

Everything that applies to the Model 25 Buick is of course true of this model. It has the additional advantage of a specially built permanent top and is completely enclosed by glass windows that are easily adjustable for ventilation. This protection, combined with a heater, gives the Model 25A closed car comfort for

driving in every season. The top and sides are so designed that they harmonize well with the distinctive body lines and give it a most attractive appearance. It is upholstered in leather over special cushion springs, affording a high degree of motoring comfort. It is offered to the public at the remarkable price of \$1250.

John's Recollections

John Gerdtz owned a 1925 Model 25-25X for many years and so not only was able to put together the previous article but also give us an idea of what the Model 25-25X was really like to own and operate. His story continues below:

In England the old car movement has a saying, "IUTHOOT" (I used to have one of those).

Well, it's true, I had a 1925 Buick model 25-25X. In fact, I was the second owner having purchased the car from the estate of the original owner in 1968 and enjoying it for 26 years before selling it to another club member in 1992. (see pictures below)

By vintage standards it was a lovely car to drive and very reliable. Comparatively light on the steering, lively and responsive, she went almost anywhere in top gear. The seats were very comfortably but, despite the fuel consumption reported in the story above, the best I could squeeze from "Esmerelda" as we called her, was 16 miles per imperial gallon. The external contracting band brakes performed reasonably, that is provided you really didn't want to stop quickly, except in wet weather when it was a question of no brakes whatsoever.

The headlights were single filament (only one beam) and on a dark night the light beam could actually reach the road, but when you exceeded 35mph the car had a tendency to pass the headlamp illumination.

"Essie" would cruise comfortably all day at 40 to 45mph (65 to 75kph) with four people on board, plus luggage. At 50mph you were thinking the engine was trying to climb out of the chassis and over 50mph you were sure it would. To get anywhere near the reported top speed of 65mph you needed to fold the top down and align the car with a very stiff tail wind.

With a 4.9:1 diff. ratio the car was under geared, but this probably didn't matter on the roads of 1925. On modern roads however, cruise performance and fuel consumption would benefit by a reduction in ratio of 2 or 3 points.

One can't help but have very fond memories of such a fine car which upheld and demonstrated the company saying, "When better cars are built Buick will build them".

"When better cars are built Buick will build them."



The authors 1925 Buick, model 25-25X



The authors 1925 Buick, model 25-25X

Press Reports

There are so many reports on the progress of this Model 25-25X Buick as it wended its way around the world. We present just a few on the following pages with an emphasis on the Australia and New Zealand reports, but some from overseas newspapers also.

Australia:

The Argus Melbourne
Thursday 16 April, 1925

BUICK CARS WORLD TOUR.

Reaches Melbourne To-day.

To demonstrate the efficiency of the Buick motorcar, the "Standard Six" model of that make is being driven round the world and is expected to reach Melbourne at 2 o'clock this afternoon.

Motorists are invited to inspect the much-travelled motorcar at the showrooms of Lane's Motors Pty. Ltd., Exhibition Street where it will be on view until Saturday night.

Leaving England, the "Standard Six," passed through Holland, Belgium, France, Egypt, Palestine, Syria, Mesopotamia, India, and Ceylon. Then followed a trip from Fremantle (W.A.) through Adelaide to Melbourne. From Fremantle to Adelaide it was driven by the West Australian agent for Buick motorcars, and from Adelaide to Melbourne Mr. Searey (of Messrs. Eyes and Crowle, South Australian distributors) was at the wheel. Casterton was reached on Tuesday night, and yesterday morning the car was driven to Warrnambool, and afterwards Terang and Campertown were passed on the journey to Colac, where the motorcar remained last night.

At half-past 10 o'clock this morning the car will leave Colac for Geelong, from which city the tour will be resumed at midday. Upon arrival at Melbourne the car will be handed over to the managing director of Lane's Motors (Sir. Robert Lane), and it will be in his charge until it leaves Victorian territory on the way to Albury (N.S.W.).

Leaving Melbourne at 6 o'clock on Sunday morning, the following places will be visited: at Seymour, 9 am.; Euroa, 10.45 a.m.; Benalla, 12-30 pm.; Wangaratta, 2.30 p.m.; and Albury, 4.50 pm.

From Sydney the Buick will be shipped to New Zealand, and after touring the Dominion it will be taken to the United States, where the long journey will be completed. The trip was undertaken with the object of testing the reliability and economy of the Buick motor-car, and also to show that every large town through the world contains a Buick "service station." The car has not been driven by trained mechanics, but by the actual Buick distributors for the respective territories embraced by the tour.

New Zealand

Wairarapa Daily Times,
29 April 1925

TRIP ROUND THE WORLD
MUCH-TRAVELLED "BUICK" VISITS GISBORNE.

"expected to
reach
Melbourne at 2
o'clock"

“The journey
is being made
to a schedule.”

A unique tour is being undertaken by a Buick car which arrived in Gisborne yesterday. The car which was driven over from Opotiki, is at present being driven round the world and is conducted through each district by the local Buick agent. The car, which left Opotiki at 8.18 yesterday morning, and arrived in Gisborne after a record trip at 12 59 p.m., has already travelled about 10,000 miles of the trip, and is now engaged on the journey from Auckland to the Bluff. The car was shipped from New York to England, and the trip commenced in that country on January 1, 1925, and finished on January 5. From there the car was taken to Amsterdam and the trip was made across country to Brussels and on to Paris the next day, that city being reached on January 16. From there the party proceeded to Beirut via Cairo, arriving there on February 5. The Palestine-Syria trip was completed, and Basra reached by February 11. A most interesting part of the journey was traversed between Bombay and Calcutta, which ended on March 9, and the car passed through Ceylon 11 days later. The car was shipped across the Indian Ocean to Fremantle, from which city it travelled across Australia to Adelaide. Sydney was reached on April 22, and from there it was shipped across to Auckland, reaching that city last Tuesday. On the completion of the New Zealand tour the machine will be shipped from Auckland to Honolulu on May 7.

A perusal of the log elicits some interesting details of the journey, as it is a record of the journey to date. A large sheet of parchment bears the signatures of the Mayors of the towns through which the car has passed. The car was on show at Ormond's Garage for two hours yesterday and attracted quite a large number of interested spectators! The vehicle left at about three o'clock for Napier after having received the signature of the Mayor, Mr. G. Wildish. The machine is an ordinary five seater stock model Buick with the Dupont-Duco finish, similar to that of the 1925 models. A full stock of spares is carried and despite the distance travelled, it is running as sweetly as a new car, and the splendid time made on the trip between Opotiki and Gisborne, demonstrates the splendid running order the car is in.

Australia, Adelaide

ROUND-THE-WORLD BUICK.

The Buick car travelling round the world passed through Adelaide during the Easter holidays.

It was unfortunate that the car reached the city in the middle of the holiday season, when, so many motorists, were out of town. The car was taken over in Adelaide by Eyes and Crowle, Limited, after an overland trip from Perth, and Mr. Searcy, sales manager for the local distributors, took possession and drove to Melbourne.

The Melbourne distributors will drive the car on to Sydney. The car left New York last January and it is easy to imagine its varied trail as it passes through the world's largest and busiest cities to out lying and quiet villages; from paved, smooth-surfaced roads to rough mountain tracks and miles of desert; from the hustle and bustle of the modern part of the world into the ancient Orient.

Each lap is serviced by Buick distributors. Such a variety of track and long distances claim from the car the utmost mechanical efficiency and consistency. The journey is being made to a schedule.

New Zealand

Gisborne Times
Page 6, 1 May 1925

SHOWS STRENGTH OF SERVICE ORGANISATION.

Local motorists will be interested to know that Friday is the day when the Buick round-the-world-car will arrive in Masterton. Messrs Wagg and Co., Buick distributors in this district, who are driving the car on the present lap of its long journey around the globe, have supplied us with considerable information about this unique trip which we are reproducing below for the benefit of our readers.

When the Buick Motor Company and the General Motors Export Company, working in collaboration on this plan, decided to send a Buick Standard Six touring car around the world, it was with two definite objects in view. The first was to demonstrate the stamina and reliability of the Buick Standard Six model—the newest and most popular of 20 years' production of Buicks. The second object was to show to the public how extensive is the Buick service organisation. This is being accomplished by a novel method of handling the car itself. No single driver or mechanic goes with the car; instead, it is driven everywhere by Buick distributors and dealers, who in a chain unbroken except by water hauls, are taking the car from New York eastward around the globe back to its starting point.

Buick is proud of the fact that every mile of land that this car is travelling on its round-the-world trip is covered by Buick owner-service. The route includes England, Holland, Belgium, France, Egypt, Palestine, Syria, Mesopotamia, India, Ceylon, Australia, New Zealand and the United States.

As was stated above, the car that is being used for this demonstration of Buick's world-wide service organisation is one of the new Standard Six touring cars. A strong believer in the adage that "Service must follow the car," Buick from the beginning has given special attention to the extension and perfection of facilities for servicing Buick owners.

The present Buick trip around the world is simply a rather spectacular demonstration of what has been in effect for sometime past—namely, the locating and equipping of Buick service stations at strategic points that will ensure Buick owners throughout the world having convenient access to Buick replacement parts and skilled mechanical assistance. To this policy, the Buick Motor Company largely attributes the unusual popularity of its product in all countries. What the automobile owner wants, of course, is complete satisfaction from the car at all times. No matter how well a car may be engineered—no matter how carefully made—there are times when spare parts and expert mechanical counsel will be needed. The automobile, though simpler and more reliable to-day than ever before, is nevertheless a complicated piece of machinery, and like any other type of mechanism, a reasonable amount of attention and care is needed to ensure proper operation. Buick believes that it is part of the manufacturer's duty to assist the owner in giving his car the right sort of attention by outfitting spare parts depots and service stations where the owner can reach them conveniently. To the conscientious application of this policy may be ascribed the sale of close to 250,000 Buicks in the calendar year 1923 alone. Incidentally, for seven successive years Buick has secured first place in the American National Motor Car Shows because of its leadership in value of gross yearly sales.

"made its trip without faltering."



USA

**Scarsdale Inquirer,
Volume VI, Number 28, 6 June 1925**

BUICK LOOPS GLOBE

A Buick car, which left unheralded from New York city last December, to be driven from one Buick dealer to another in a trip around the world, is nearing the end of its long journey.

The car, a Standard Six Touring model, is strictly "on its own," being unaccompanied by mechanics or special drivers. When it returns to New York city the machine will have been handled by approximately 350 different drivers.

The last difficult leg of the trip has been completed, a long run over the questionable roads across the continent of Australia. The car is now en route to New Zealand and Honolulu, whence it will be shipped to San Francisco and driven across the United States through Detroit and Flint to New York.

The trip around the world was conceived to demonstrate that a Buick will travel to the remote corners of the earth and that on such a journey it is always safeguarded by service facilities

From Dealer to Dealer

The globe-encircling car has made its trip without faltering. Driven from dealer to dealer by dealers' representatives only, it has demonstrated Buick's ability to withstand the "manhandling" from hundreds of drivers of various nationalities and degrees of skill.

After coming from the regular assembly line in the factory at Flint, Mich., it was equipped with four spare tires and a shovel. Supplementary tanks on the running boards provide oil, gasoline and water for the long runs over deserts and other uninhabited regions.

After being boxed and sent to New York city it was shipped across the Atlantic to Liverpool, where its land journey started on December 21, 1924. The car was passed from dealer to dealer en route to London.

It then was shipped from London to Amsterdam. With frequent changes of drivers, it passed south through Europe, visiting Brussels and Paris, finally reaching the Mediterranean at Marseilles, France.

On January 20, it was placed on a steamship bound for Port Said, Egypt. From there it was driven south to Cairo. Then the route swung "east of Suez," where the real test began. Through Palestine and the biblical country, the car proceeded to Beirut.

On February 5, it left there for Damascus and Bagdad, accompanying one of the desert convoys of the Nairn Transport Company, which incidentally uses Buicks in its desert fleet.

The Syrian desert was crossed without difficulty. The Buick distributor in Beirut, however, gives some idea of the country traversed, in the following letter excerpt:

"The road was terrific in places, being nothing more than a cart track strewn with large boulders. In the run over the Lebanon Mountains the car climbed to a height of more than a mile. After spending the night at Damascus, the 540-mile run to Bagdad was made at an average speed of thirty-five miles an hour."

The Mesopotamian distributors took the Buick at Bagdad and drove it to Basra on the Persian Gulf, whence it was sent to Bombay, India. From there it was driven over indifferent trail-roads across India to Agra, and finally Calcutta.

It then went to Ceylon, where the Buick distributors drove it for three days before sending it to Perth, on the southwest coast of Australia, where it arrived April 1. The desert waste of southern Australia between Perth and Adelaide was regarded as the most difficult part of the trip. The distance is something more than halfway across the United States. This long stretch of bad going was covered successfully, as was the shorter journey from Adelaide to Melbourne, near the southeast end of the continent. The car since was driven to Albany and then to Sydney, from which point it was shipped to New Zealand.

After completion of the globe journey, it is planned to preserve the car as an object of historical interest.

Here's another report from the USA, reported in the Greeley Tribune on June 1925, we note that the text is possibly from a standard article prepared by Buick itself with much of the context repeated from other newspaper reports available today.

If that is the case, it would seem that Buick itself was of the opinion that this *Round the World Buick* should be preserved.

Here's an article from the Greeley Tribune, USA .

The Greeley Tribune, Volume XVII, Number 220, June 12, 1925

ROUND WORLD BUICK PASSES THRU GREELEY

A standard Buick six touring car, shipped from New York to Liverpool late in December last, to be driven around the world from one Buick dealer to another, passed thru Greeley Thursday afternoon, east, bound, and nearing the end of its long journey.

George Anderson of the McFarland Agency of Denver drove the car to Greeley, and Frank Foster of the Weld County garage took it over and piloted it to the Buick agency in Fort Morgan. The machine passed thru Colorado from the agents at Cheyenne to Fort Collins to Boulder to Denver.

The car is strictly "on its own," being unaccompanied by mechanics or special drivers. When it returns to New York City the machine will have been handled by approximately 350 different drivers. The car is a right hand drive, since over most of its route one passes to the left.

The car recently completed the last difficult stage of the trip, a long run over the questionable roads which cross the continent of Australia from where it was shipped to New Zealand, then shipped to Honolulu, driven there and loaded on a steamer for San Francisco, from which place the car was driven by different Buick dealers until it has now reached Greeley, on its way to New York, which is the final destination, and the completion of its globe encircling trip.

The trip around the world was conceived to demonstrate that a Buick will travel to the remote corners of the earth and that on such a journey it is always safeguarded by service facilities.

The globe-encircling car has made its trip without faltering. Driven from dealer to dealer by dealers' representatives only, it has demonstrated Buick's ability to withstand the 'manhandling' from hundreds of drivers of various nationalities and degrees of skill.

After coming from regular assembly line in the factory at Flint, Michigan, it was equipped with four spare tires and a shovel. Supplementary tanks on the running boards provided oil, gasoline and water for long runs over deserts and over uninhabited regions.

**"A standard
Buick Six
Touring car . . ."**

"Surely Buick was going to preserve this car!."

After being boxed and sent to New York City it was shipped across the Atlantic to Liverpool. Here its land journey started on December 21, 1924. The car was passed from dealer to dealer enroute to London.

It was then shipped from London to Amsterdam. With frequent changes of drivers it passed thru southern Europe, visiting Brussels and Paris and finally reaching the Mediterranean at Marseilles, France.

On January 20 it was placed on a steamer bound for Port Said, Egypt. From there It was driven south to Cairo. Then the route swung "east of Suez" where the real test began. Thru Palestine and then the Biblical country, the car proceeded to Beirut. On February 5 it left there for Damascus and Bagdad, accompanying one of the desert convoys of the Naim Transport company, which incidentally. uses Buicks in its desert fleet.

The Syrian desert was crossed without difficulty. The Buick distributor in Beirut, however, gives some idea of the country traversed in the following letter excerpt:

"The road was terrible in places, being nothing more than a cart track strewn with large boulders. In the run over the Lebanon mountains the car climbed to a height of more than a mile. After spending the night at Damascus, the 540-mile run to Bagdad was made at an average speed of 35 miles an hour."

The Mesopotamian distributors took the Buick at Bagdad and drove it to Bazara on the Persian Gulf, from whence it was sent to Bombay. India. From there it was driven over indifferent trail-roads across India, to Agra and finally Calcutta.

It then went to Ceylon, where the Buick distributors drove it for three days before sending it to Perth on the southwest coast of Australia where it arrived April 1. The desert waste of southern Australia between Perth and Adelaide was regarded as the most difficult part of the trip. The distance is something more than halfway across the United States. This long stretch of bad going was negotiated successfully, as was the shorter journey from Adelaide to Melbourne near the southeast end of the continent. The car since was driven to Albury and then to Sydney from which point it was shipped to New Zealand. From New Zealand to Honolulu and then shipped to San Francisco where it commenced the trip across the United States to New York City, the starting point of the trip.

After completion of the globe journey it is planned to preserve the car as an object of historical interest.

And here's another newspaper article, this time from Indiana as the Round the World Buick makes its way home.

We know you can't read the content at left, but rest assured, it mirrors all the other articles!

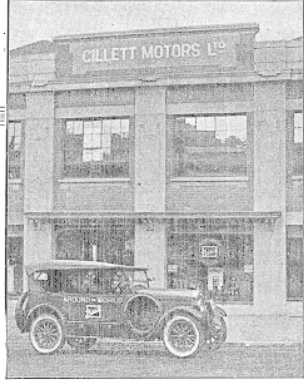
Again, we see the standard article format repeated. We won't provide a word by word transcript of this article, suffice to say, you've already read it twice, and in any event it's the last line that we are interested in. The one that says:

After completion of the globe journey it is planned to preserve the car as an object of historical interest.

Surely Buick was going to preserve this car!



Around the World Buick




ON THE LAST LAP!

Route of the Around the World Buick

THE "Around the World Buick," which at this time is equipped on its run in the Southern parts of the Dominion, has successfully completed over half of its proposed itinerary. During the time it has already been on the road, no mechanical or other trouble has developed, and now has been made nearly on schedule. Following is a brief resume of the itinerary as far completed—Left New York, December 20th, for Liverpool; arrived Liverpool December 28th; Liverpool to London via; arrived Amsterdam January 8th; Amsterdam to Brussels to Paris to Marseilles via; left Marseilles January 20th, arrived at Port Said January 25th, Port Said to Cairo to Genoa to Genoa via; arrived Genoa January 28th; Genoa to Naples via; left Naples January 30th, arrived in Rome February 1st; Rome to Athens via; left Athens February 1st, arrived in Athens February 1st; Athens to Agios to Calcutta via; left Calcutta for Ceylon on March 9th. After leaving at Perth the car was driven across Australia, shipped at Sydney and arrived in Auckland on April 28th, and returned and assembled here on that day. Leaving Auckland early on the morning of April 29th, the car was driven by the local Buick Distributors, Gillett Motors, Ltd., through the Waiheke, Bay of Plenty and Gairloch districts, and delivered to the Buick Distributors at Napier on the night of April 30th, and after going through the Dominion will return to Auckland.

Although the present trip round the world clearly demonstrates the sturdiness and reliability of the car it is again emphasized that the main object in view is to show to the public how extensive is Buick service organization, and demonstration of the fact that wherever a man drives his car he can obtain Buick service.

This car returns to Auckland this week-end and is to be shipped to San Francisco (via Honolulu), from whence it is to be driven across the United States to New York upon the last lap of its journey.

THE CAR WILL BE EXHIBITED IN THIS CITY BY GILLETT MOTORS, LTD., ON MONDAY NEXT, 11TH.

GILLETT MOTORS LTD. 166 ALBERT STREET, AUCKLAND

Above: An article from New Zealand with the route mapped out for the readership.

PUBLIC NOTICES.

"ROUND THE WORLD BUICK."
"ROUND THE WORLD BUICK."

—

ARRIVING IN ASHBURTON on WEDNESDAY AFTERNOON, between 3 and 4 p.m., on the LAST STAGES OF ITS LONG JOURNEY.

—

WATCH FOR FUTURE ADVERTISEMENTS CONCERNING THIS WONDERFUL CAR.

—

"ROUND THE WORLD BUICK."
"ROUND THE WORLD BUICK."

The Ashburton Guardian, May 1925 Contributed by Geoff Heaps

BUICK

THE BUICK CAR
STANDARD SIX MODEL
WHICH IS BEING DRIVEN
AROUND THE WORLD
BY BUICK DISTRIBUTORS
WILL ARRIVE IN SYDNEY
TO-DAY, AT 10.30 A.M.

This Car will be on view at our SHOWROOMS TO-DAY and TO-MORROW. Buick owners and all interested motorists are INVITED TO INSPECT THIS CAR AT OUR SHOWROOMS

McINTOSH AND SONS, LIMITED
100 PHILLIP STREET, SYDNEY

Sydney Morning Herald, Wednesday, April 22, 1925
Computer generated copy of low quality original advertisement

SEE THE
ROUND THE WORLD
BUICK

*Tuesday Morning at our Garage,
or Parading the Streets of your Town.*

*Scheduled to arrive at Invercargill 8 p.m.
Monday, 4th; leave 1 p.m. Tuesday,
5th, to complete its unique performance
of encircling the Globe.*

*A cordial invitation is extended to all to
view this Car at our Garage*

TUESDAY MORNING.

—

A. RUSSELL & CO.
Buick Representatives.

The Southland Times, May 1925
Contributed by Geoff Heaps

"Left: Australian newspaper advertisements"

Happy Snaps

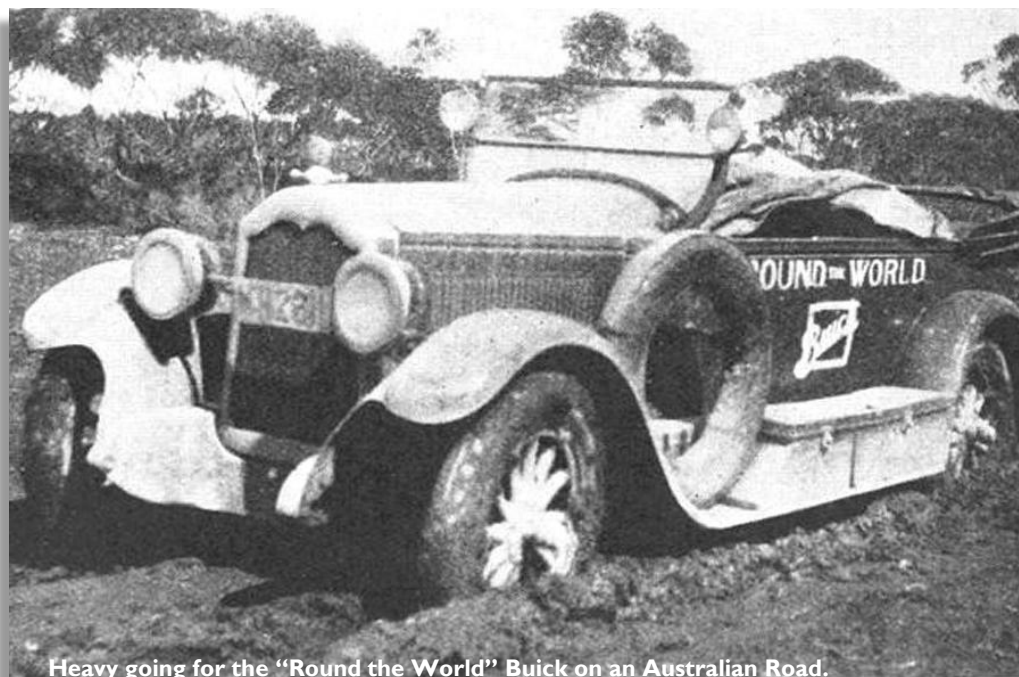
A few photos taken around the world of the 1925 Round The World Buick



A Minaret near the Serai, Bagdad

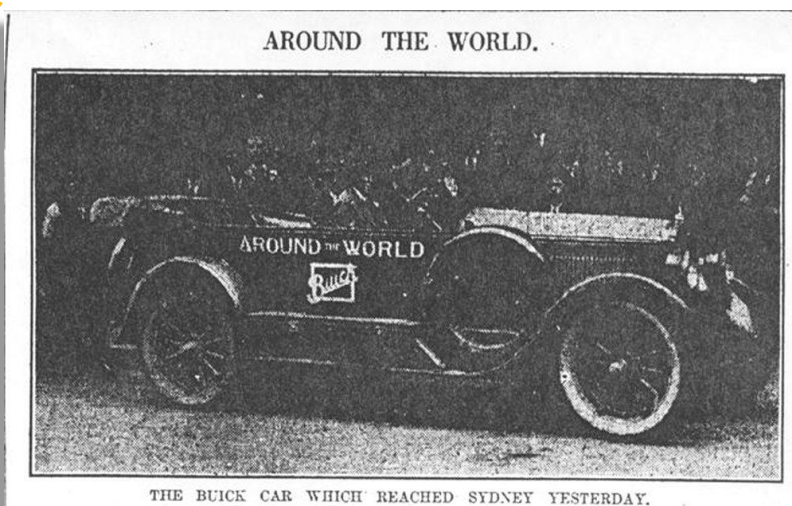
Reproduced from MOTOR LIFE AUSTRALIA, June 26th, 1926

“Heavy going . . .”



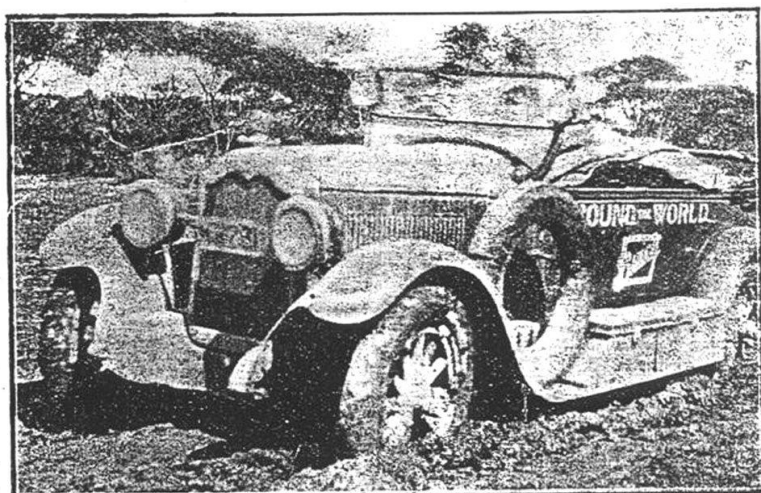
Heavy going for the “Round the World” Buick on an Australian Road.

MOTOR LIFE AUSTRALIA, June 26th, 1926.

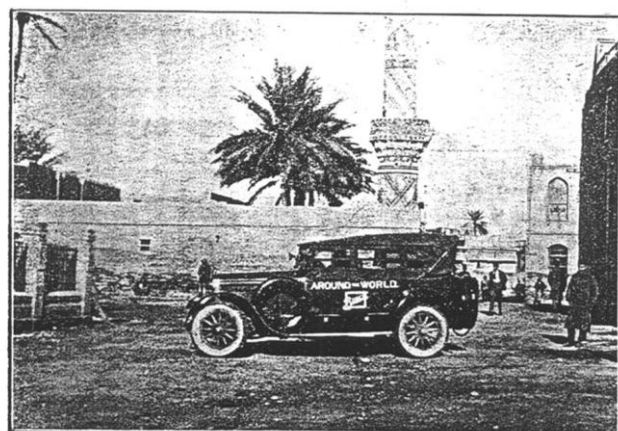


Reproduced From The Sydney Morning Herald, Thursday, April 23, 1925

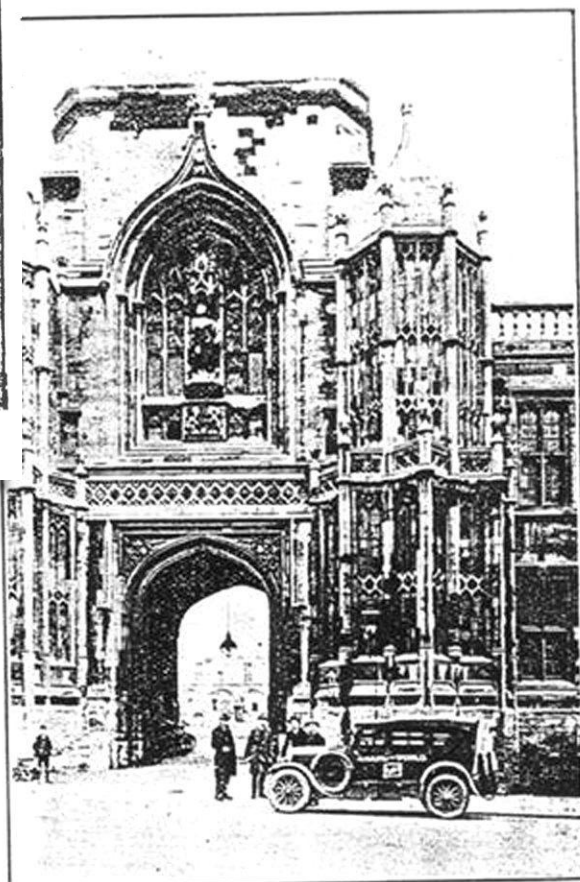
Australia and
England



A bit of rough going in Western Australia
The South Australian Motor, August 25, 1926



A Minaret near the Serai, Bagdad
The South Australian Motor, August 25, 1926



In England: At the gateway of Christchurch College, Oxford
The South Australian Motor, August 25, 1926

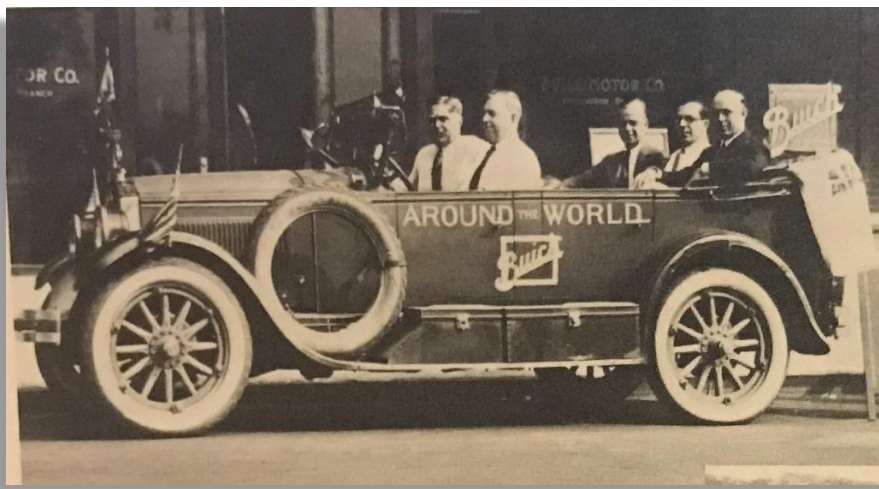
On the
Nullarbor Plain



Horseshoe Curve, Altoona, Pennsylvania (now with bumper bars!)



The Round the World Buicks at Penong, a town and locality on the Nullarbor Plain, in the far west of the Australian state of South Australia located about 616 kilometres north-west of the state capital of Adelaide. It is a popular rest-stop for travellers crossing on the Eyre Highway between Ceduna and Western Australia, 400 km away.



Nearly home,
the Buick in
Pennsylvania

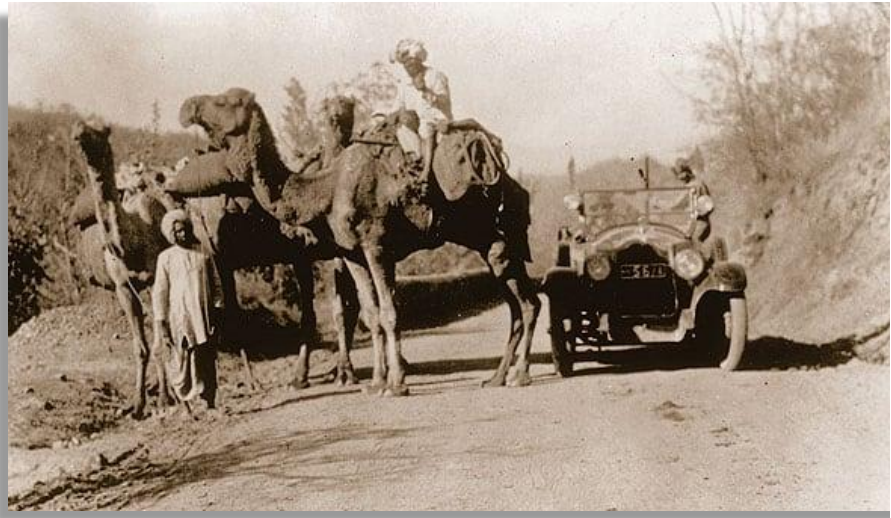
One of the Standard Six Touring export models was this famous vehicle, driven on a 16,499 mile run from New York City around the world. It left New York on December 20, 1924 and arrived back in New York on June 23, 1925. The run was made in "driverless" fashion. Each participating Buick dealer would be responsible for driving the car on to the next dealer, who would then drive it on to the next, and so on. The car is shown here in Pittsburgh, Pa, at the completion of the trip.

Photo and quote: Seventy Years of Buick – George H Dammann



The Round the World Buick in the Netherlands with Hein de Groot at the wheel, Mr G F Bakels behind him. Photo Louis Schmidlin Sr.

"Camels camels everywhere . . ."



In India, the globe-trotting Buick shared the pitted roads with camels.



You don't have to travel to the Middle East to see camels, there are plenty in India and especially Australia, where they have thrived since introduction in the 1800's.

Y. FEBRUARY 03. 1925

Did you see the Round-the-World Buick that passed through Bombay on Saturday?

She is on her way to Calcutta passing through Kalyan, Indrapur, Marik, Malegan and Dindia on the 22nd, Sangli, Elow, Indore and Mahal on the 23rd, Biora, Guna, Sipi and Gwalior on the 24th, Gwalior to Agra on the 25th inst.

Come to our SHOW ROOM and let us tell you more about this remarkable globe circling Buick.

T. R. PRATT (Bombay) LTD.
Team-BHP.com BOMBAY

SDAY, FEBRUARY 19. 1925.

A Buick
CHOTA SIX
is being driven

Around the World

by Buick distributors and dealers

This car will pass through Bombay
SATURDAY, February 21st

Watch for it!

T. R. PRATT (Bombay) LTD.
Team-BHP.com BOMBAY

Y. FEBRUARY 20. 1925.

The Sun Never Sets on Buick owner-service

It's Coming Tomorrow

TOMORROW the Buick Round-the-World car will pass through Bombay. This car is being driven exclusively by Buick distributors and dealers. Every mile of land it travels in its long journey around the globe is covered by Buick sales-servies.

To Buick owners this unique trip constitutes renewed assurance that wherever they may drive their cars, Buick service of the highest type will be gladly rendered.

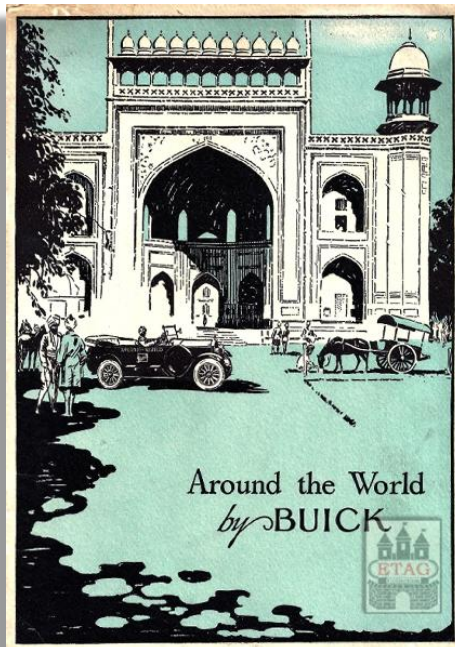
T. R. PRATT (Bombay) Ltd.
Team-BHP.com BOMBAY

A Final Test of Service

Such a huge success meant that GM Export Company had to celebrate the event and did so with the release of a special commemorative brochure titled: *Around the World by BUICK*, with a subtitle, *A Final Test of Service*.

We found a copy of this brochure amongst other Buick photos on the internet [HERE](#) on a site celebrating the John Gerdtz, Eric North and Dave Norton collaboration *The Buick Around the World*, which looks not only at the 1925 trek but all pre war Buicks sold outside of the USA. This is a great two volume book that may still be available through the Buick Car Club in New South Wales, Australia.

We reproduce below just a couple of the pages for your information and recommend you visit the site, or even better, get a copy of the books if you are able!



At Christ Church, Oxford



[2]

“get a copy of the books if you are able!”

Around the World by BUICK

TRANSPORTATION has played a most vital part in the history of man, and every phase of its development is of tremendous interest and importance. Of all the forms of present-day transportation, the motor car is the most personal. By its means one can go anywhere, at any time, without the restrictions of a time-table. Proper service facilities have made the motor car as reliable as the railway train, while having far more flexibility of schedule and riding comfort. Demonstrating that the time has arrived when the motor car cannot be considered merely a mode of transport, even around the world, a Buick touring car has recently completely encircled the globe, accompanied by either a fuel driver or mechanic, the car being driven the entire distance by Buick distributors and dealers.

It is on Thursday, May 17, that the trip officially starts. On that

date, the "Around the World" Buick, in its export box, is swung aboard the S. S. *Arcton* in New York, bound for Liverpool. From that point on, the future of the motor car depends solely upon its sturdy mechanism and the Buick sales and service organization.

Landing at the port of Liverpool, the world traveler becomes temporarily the charge of the local Buick dealer, and under his guidance sets out immediately for London.

Between July, August, and September, the Buick makes a dash for London, and then the boat for Amsterdam. Over rough back highways, across the flat lands of Holland, and through the forests of Germany, the Buick makes its way to Berlin. Along the way, it is

AROUND THE WORLD BY BUICK



The Buick looks at Amsterdam.

the cities, people are enthusiastic. Crowds collect — questions are asked.

"What do you say?" asks a curious one. "A car without a driver? How is it possible? Does it have special mechanism?"

"Why no. In every country there is a different driver."

And the boys: "Around the world, sir? Why, I would like to come along. Can I? If you say so I will stay right in, dressed as I am now, May 17."

"Hurry, around the world!" shouts another onlooker, who has climbed up on the open top of the car and who, with his pointer held aloft, gives the car the first severest of its long, long trip around the world.

Southward, toward the Belgian border, and the car crosses small rivers and canals, their banks lined with willows drooping in the still winter air. Into Belgium, and through busy industrial towns.

The schedule is now hectic, and the Belgian Buick distributor wastes no time in turning. Straight to Paris he drives, where the veterans of again change hands. Through the crowded streets of Paris, then south again, past Parisian boulevards and toward the outskirts of the city, where the ubiquitous vineyards give way to malvaceous trees, a heavy fog impedes progress not at all. Through Artois, on roads over which Napoleon has thundered in his swaying coach,



Before the Palace of Justice in Paris.



The journey is over—the Buick arrives in New York. Inset: The Mayor of New York adds the final signature to the log



“we’d love to make a big deal about this remarkable Buick!”

Where is This Treasure Now?

Such an important piece of Buick history must surely have been kept as a sacred treasure, right?

Well even the newspapers of the era thought as much and the preceding excerpts from newspapers as varied as the Scarsdale Inquirer in the USA dated 6 June 1925 to the Gisborne Times in New Zealand confirms that at the time, and to their knowledge, the round the world Buick was destined to become an object of historical significance.

So, where is it?

Tucked away in a GM vault you might consider.

Well, apparently not, and we have been unable to track it down, nor find even a trace of it in the past 100 years.

Why there have been no 100 year celebration in 2025 is beyond simple folk like us to comprehend.

Even we are a year late putting this Special Edition out!

Perhaps someone out there in the readership has the answer, please contact us here at Pre War BUICKS, we’d love to make a big deal about this remarkable Buick!

WANTED



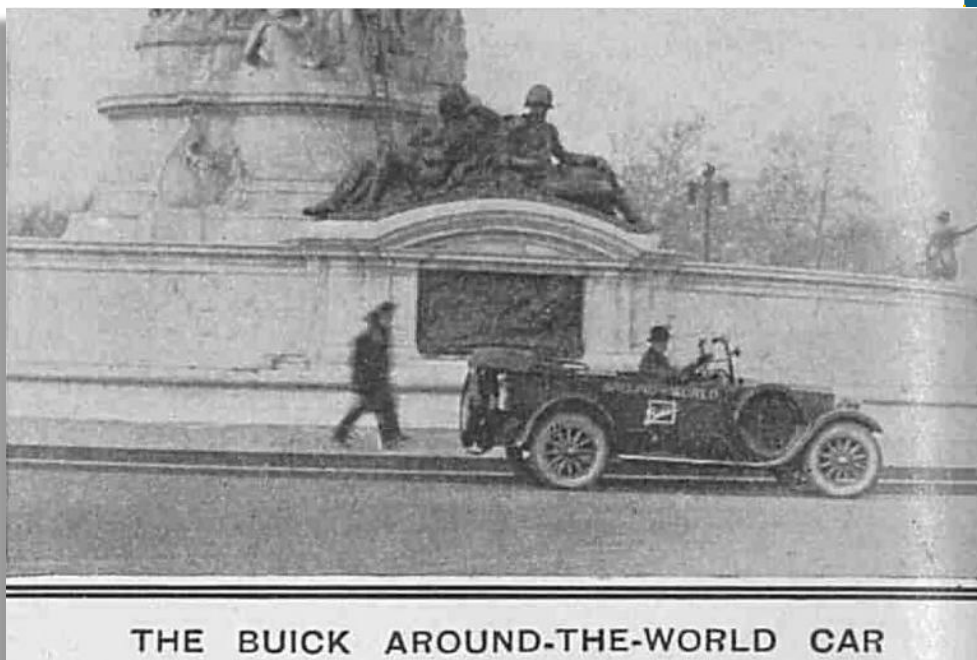
1925 25-25X in Brewster Green

with Around The World Buick signage on side

Reward – Eternal Gratitude of the Pre War Buick Enthusiasts

In India

The Round the World Buick photographed alongside the Victoria Monument



This Buick certainly got around!

What Next in the E-Magazine

We had an idea to look at pre war Buicks as they have been *found* in more recent years.

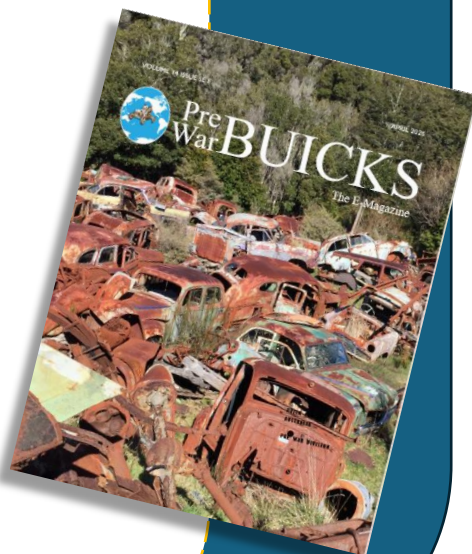
How have they held up and what work may need to be done to them. In some cases, just a little bit of work and they are off and running again.

Others seem to need considerable love, and cash, lavished upon them, but we'll let you take a look and possibly decide for yourselves.

From junkyards and barns, from long forgotten garages of the recently departed and from countries around the world – we uncover some interesting pre war Buicks that time, and possibly some owners, have long forgotten, neglected and some possibly just left to rot in paddocks.

Depressing? Look at it as opportunity, inspiration that you may yet find that long forgotten pre war Buick that has been waiting for you to come along and save it!

Next time, in our Special Edition series of Pre War BUICKS.



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, a World Circled

"Good luck!"

Planning a driving holiday?

What about replicating the 1925 Buick *Round the World* tour, if they did it in a 1925 Model 25-25X, perhaps you could as well.

The map at Right will give you guidance, you don't even need a GPS. They certainly didn't have one in 1925!

Good Luck!

