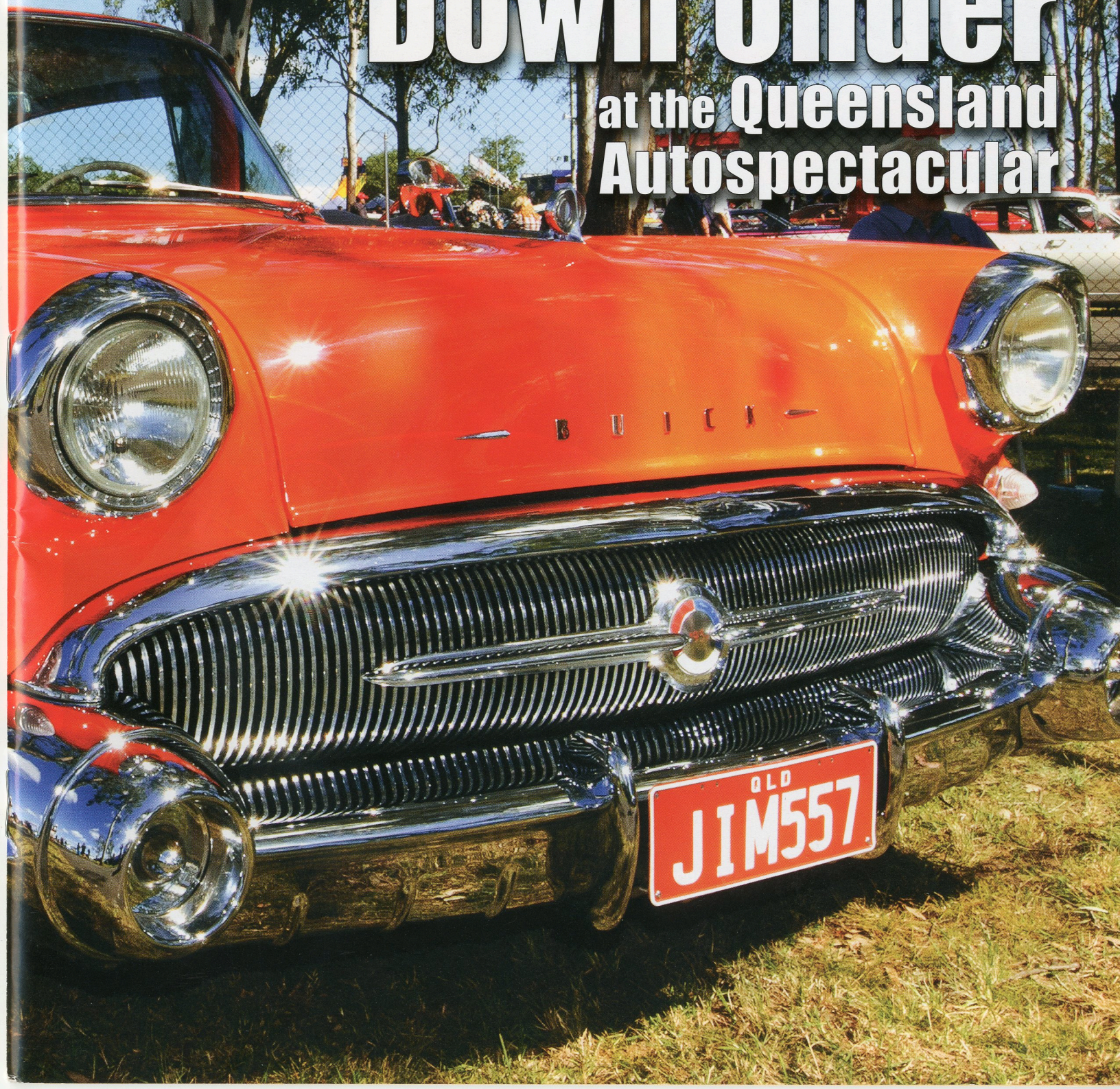


the **BUICK Bugle**

July 2011

**Buicks
Down Under**
at the Queensland
Autospectacular



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Cover photo by Graham Hall

This spectacular photo of a 1957 Century Caballero Estate Wagon, taken at the Queensland Autospectacular in Australia, is large enough to wrap around both the front and back covers of the Bugle. Take a minute to open your cover out flat to view the whole photo. We don't get many like this! Story on page 24.

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FROM THE ARCHIVES OF THE BUICK HERITAGE ALLIANCE

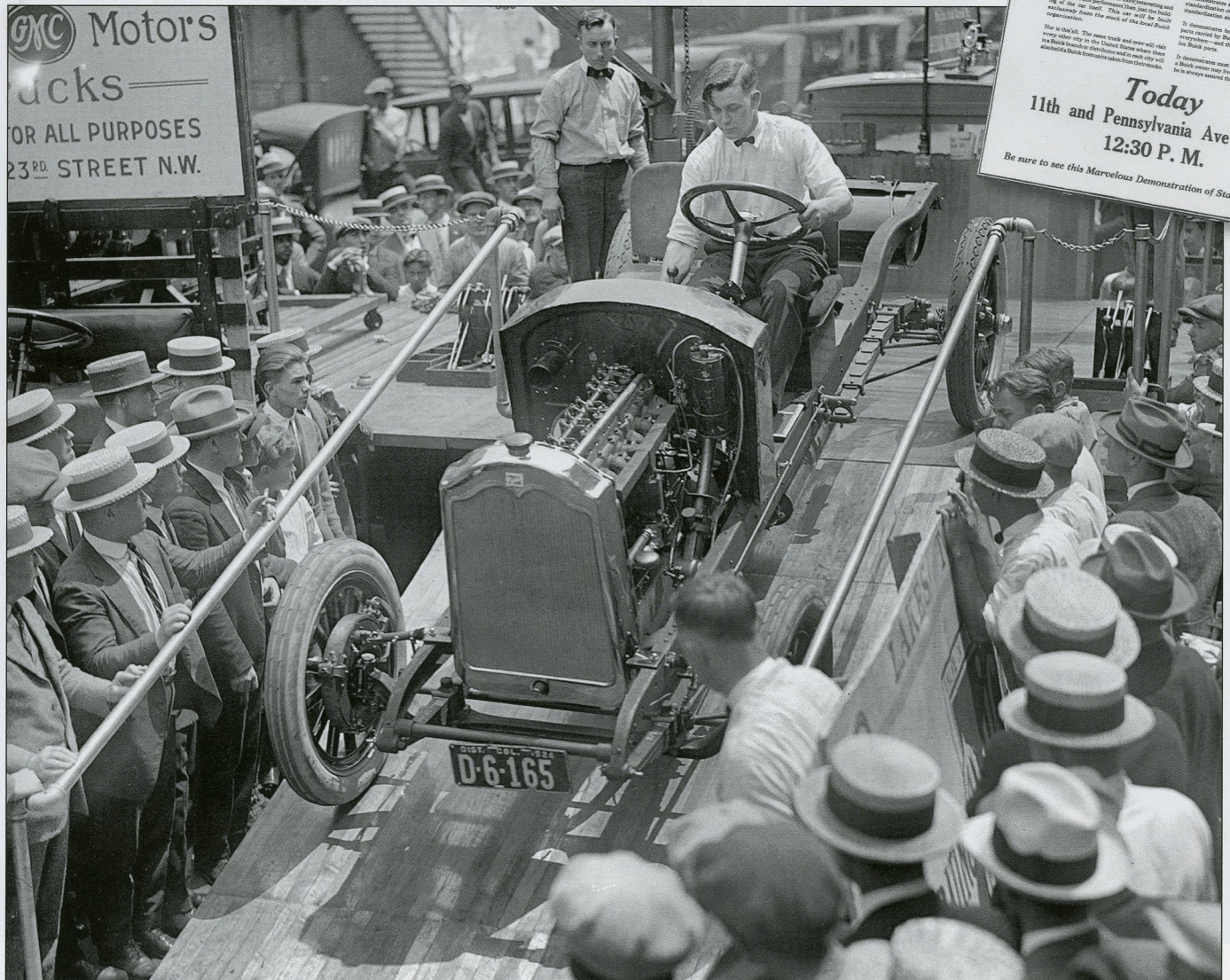
Unusual 1924 Buick Demonstration Recently Uncovered

By David M. Landow, BCA #43041, Potomac, Maryland

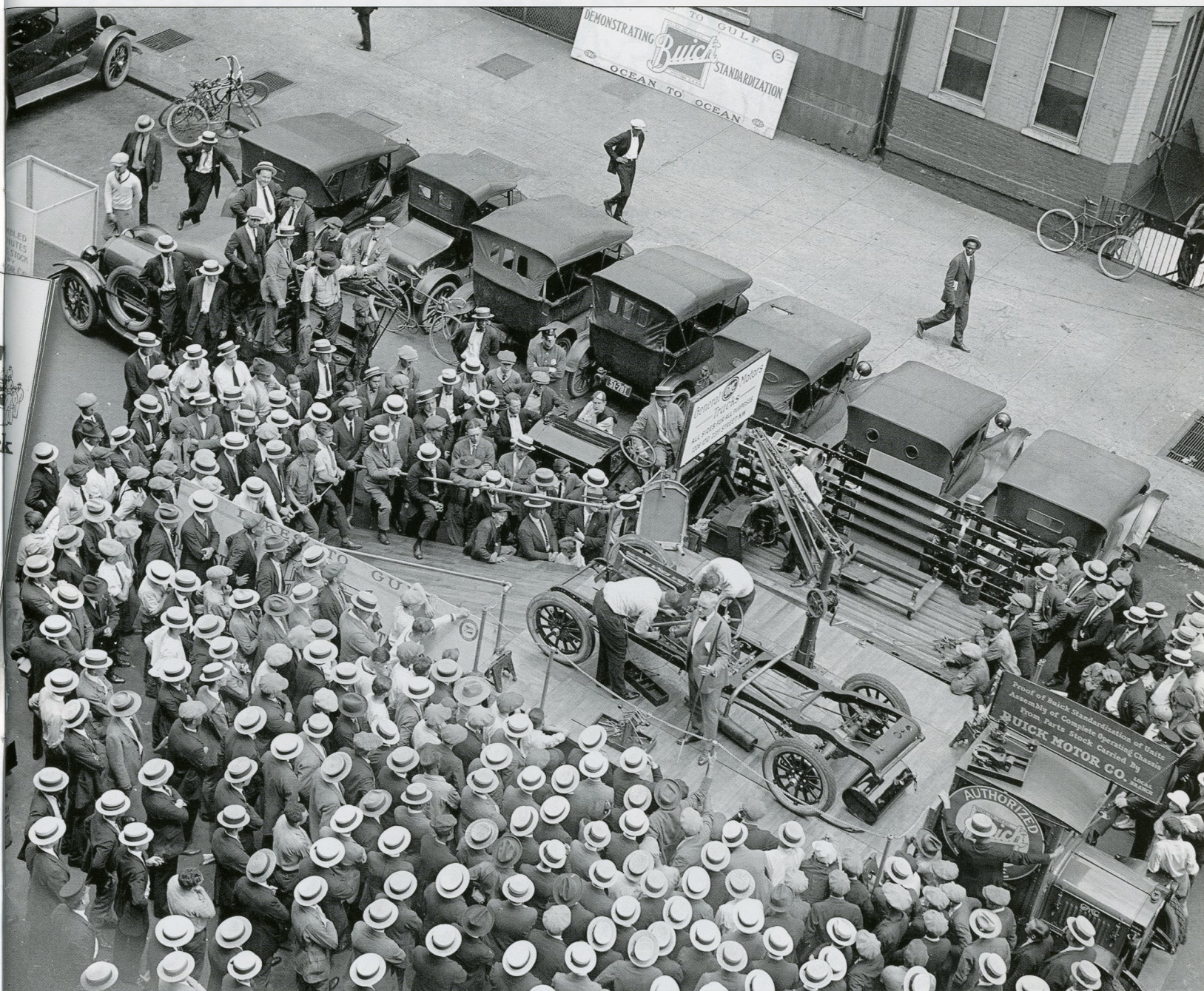
A little known and long forgotten demonstration of “Buick Standardization” was conducted by the Buick Motor Company in 1924. This ambitious project, which *The Washington Post* called “one of the most novel demonstrations ever conducted by an automobile factory,” took place in some 35 cities coast-to-coast.

Buick was anxious to convey that it had taken the lead in simplicity, reliability and serviceability with the cars it was offering for sale. In order to do this, the company created a novel demonstration of Buick’s standardization of parts and

the parts inventories carried by its extensive dealer and distributor network. A GMC truck was specially fitted with a custom body and was then sent out to display Buick’s engineering features. The truck was equipped with hinged platforms on both sides which folded down to create a stage for exhibitions in a cross-country tour that covered more than 9,000 miles.



A crowd is captivated by Patrick Keating, a representative from the Buick factory, as he explains Buick’s parts standardization and its extensively stocked parts network that extends “lakes to gulf, ocean to ocean.” This display ad (top right) appeared in *The Washington Post* on July 3, 1924 promoting Buick’s remarkable build demonstration. It occupied more than 50% of the page.



On July 3, 1924 in Washington, D.C, a 1924 Buick chassis is driven under its own power from the back of a specially fitted GMC truck after having been freshly assembled in front of an interested crowd. (Notice the cab of the GMC truck at lower right, with tools sitting on top—ed.)

As part of their unique demonstration, Buick developed advance advertising and ran huge display ads in the major newspapers. An ad that appeared in *The Washington Post* on July 3, 1924 occupied more than 50% of the page. These ads attracted a great deal of attention and attendance at every event was remarkable.

At each demonstration, a complete Buick chassis was assembled right in front of the audience on the truck's platform. The chassis was built up entirely from parts obtained from the local Buick distributor's stock. As the chassis was assembled, a Buick factory representative explained the significance of every step. Upon completion, it was driven away under its own power. *The Washington*

Post said this novel display was "literally carrying the Buick factory to the consumer."

Buick's unique chassis build demonstration turned out to be a hugely successful marketing tool. The Buick Motor Company built 171,561 automobiles in 1924. ♦



Buick Heritage Alliance

The Buick Heritage Alliance is proud to have an opportunity to periodically present its research of little known and long forgotten Buick history in *The Buick Bugle*. Look for our next article, "Emerson & Orme: Buick purveyors in the Nation's Capital."