



The Standard of Comparison

A Luxurious Coupe for Three

The 1923 Buick Four

Bringing comfort and refinements heretofore found only in costly closed cars, the Buick four-cylinder three-passenger coupe meets a need which for years has gone unattended.

It is every inch a car of distinction. The low, metal body, custom-built by Fisher, is enhanced by the high lines of the hood, the graceful sweep of the full-crowned fenders and the handsome drum-type head lights and cowl lights.

The very wide doors swing open to reveal an interior finished and upholstered in fine plush, and set off by fittings of distinctive pattern. There is a heater for cold weather, and the cowl ventilator, adjustable windshield, and disappearing door windows assure complete comfort for summer driving.

In this splendid car, as in each of the other thirteen new Buick models, improvements in the famous Valve-in-Head motor, in the springs, frame and every other important unit of the chassis, have kept pace with the more obvious body changes. Yet, in the midst of this remarkable progress, the time-proven Buick fundamentals of reliability and ruggedness remain—the new Buick Four Coupe is altogether a finer car.

Among other items of the complete equipment are: transmission lock, dome light, adjustable sun-shade, improved hood catches, flush door with lock giving access to large luggage space under rear deck, cord tires, transmission speedometer drive, aluminum steering wheel spider. Class "A" fire insurance rating. \$1175 f. o. b. Buick Factories.

WHEN BETTER AUTOMOBILES ARE BUILT. BUICK WILL BUILD THEM

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor Cars—Branches in All Principal Cities—Dealers Everywhere