IMPROVEMENTS IN

BUICK 1923 MODELS

Buick 1923 Models Will Be Sold Exclusively By Beaty Motor Co.

THE BEATY MOTOR COMPANY has the exclusiv e selling right of the Improved Buick 1923 Models in the following counties: Marion, Monongalia, Preston and a part of Wetzel.

Carl E. Beaty, a man who has had years of experience in the automobile field, who knows Buicks from A to Z, and who is a Marion county boy, is at the head of the new firm which will handle Buicks Cars only. At the present time, the Beaty Motor Company, sales room and the service department is located at the rear of the Fairmont Auto Supply Co., corner of Fairmont avenue and Second street.

In the course of a week or so, contractors will begin razing the old M. E. church South, corner of Fairmont Avenue and Second Street. On this site the Beaty Motor company will erect a three story brick building. This new home of the Buick will be one of the most modern and up-to-date salesrooms and service departments in the state of West Virginia. The location is one of the best possible, not only a sales room, but as a service department for Buick owners as well. Being on the main thoroughfare, it eliminates driving down side streets or alleys, and will be a means of speeding up service.

Agencies for the Improved Buick 1923 Models have already been established in Morgantown and Mannington. In Morgantown the Improved Buick will be housed in a new home in the Cox Building, opposite the post office. The new sales-room and service department will be opened October 1. The slogan of The Beaty Motor Company, "When Better Automobiles are Made—We will Sell Them!" expresses the spirit of co-operation that awaits Buick owners—present and future.

Watch for the Improved Buick 1923 Model!

SIX CYLINDER OPEN AND CLOSED MODELS

Insurance rating on all models materially reduced.
Improved cantilever spring suspension.
Longer wearing brake lining.
New design one-piece crowned fenders.
Transmission lock.
Cowl ventilator operated from instrument board.
Drum type headlamps.
Drum type parking lamps on cowl.
Nickeled scuff plates on running board.
Longer transmission control lever.
Windshield wiper.
Higher radiator with raised filler cap.
Radiator shell reinforced.
Improved type hood catches.
Large close fitting rear fender wings.
Raised gas tank filler spout.
Nickel-plated gas tank filler cap.
Seat levels lower.
Steering wheel position improved.
Switch plate with glass face.
Hood line raised, improving appearance.
Body level is lower.
Heavy nickel-plated foot rest brackets.
High grade tonneau carpet.
Aluminum running board binding inside and outside.
Lower top.
Windshield adjustment nuts on inside.
Windshield brackets, new design.
Windshield post anchored to cowl on open models through heavy rubber grommets.
Heavier door hinges.
Etched threshold plates.
Metal door jam plates.
Improved doors and door dovetails.
"Hidem" upholstery binding covers all tack heads.
Larger padded door pocket flaps.
Padded door trimming.
Higher cylinder block of chilled semi-steel.
Cylinder bores honed.
Longer connecting rods.
Longer pistons.
Larger crankshaft.
Connecting rod and main bearings of special hard bearing metal.
Pressure feed to center main bearings.
Drop-forged main bearing caps.
Drop-forged clutch hub.
Close-fitting clutch plates.
Covered oil troughs insure positive lubrication of pistons at all speeds.
Improved fan bracket bearing.
Oil holes with sliding covers in rocker arm dust cover.
Valve stem lubricating felts.
Combination aluminum and steel push rods.
Positive lubrication front camshaft bearing.
Fan pulley drive improved.
One-piece fibre water pump packing.
Water pump shaft, new design.
Carburetor dashpot location changed.
Electric generator new design.
Increased charging rate.
New type brush and brush holders.
Generator bearing oilers very accessible.
Silent over-running generator clutch.
Spiral teeth on starting gears.
Starter pedal tension spring.
Heavier body cross bars.
Heavier body pillar brace irons.
Heavier front and rear sea back rails with bolted joints.
Bolted body brackets.
Heavier and stronger door locks.
Body attached with more bolts.
Steering knuckle and steering arm bushing non-frictional.
Ball bearings on differential.
Larger heat-treated strut rods.
Larger heat-treated truss rods.
Heavier frame.
Larger radiator core support angles and core attaching bolts.
Front springs of new design and improved material.
Steering gear housing redesigned for improved lubrication.
Oil can on right side of motor for convenience.
Twelve hub bolts.

The foregoing improvements apply to each of the nine six-cylinder cars, both open and closed body types.
The following improvements apply to the specific models mentioned.

Model 23-6-44—Two Passenger Roadster

Flush type rear deck door.
Rear deck door lock.
Piped trimming at sides of seat.
Body trimmed under cowl.
Larger rear curtain light, nickel frame.
Lower top.
Extra wide rear top bow.
Side curtains with signal pocket for driver.
Larger brakes.

Model 23-6-45 Five Passenger Touring Car

New style trimming on back of front seat.
Tonneau lamp.
Piped trimming on sides of front and back seats.
Lower top.
Extra wide rear top bow.
Body trimmed under cowl.
Carpet on heel board in rear compartment.
Leather covered robe rail with nickel brackets.
Side curtains with signal pocket for driver.
Larger rear curtain light, nickel frame.
Larger brakes.

Model 23-6-49 Seven Passenger Touring Car

Extra wide rear top bow.
Rear curtain light, bevel plate glass in nickel frame.
Side curtains with signal pocket for driver.
Rear vision mirror.
Easily adjusted sunshade attached to windshield.
Nickel binding around front and rear of top.
Whipcord top lining.
Wider rear seat.
New style trimming on back of front seat.
New auxiliary seats.
Gasoline gauge on instrument board.
New, white-faced combination ammeter, oil and gasoline gauge on instrument board.
Nickel steering wheel spider.
Weather strip across top of windshield.

Model 23-6-54 Three Passenger Sport Roadster
Model 23-6-55 Four Passenger Sport Touring

Improved seating arrangement.
Specially constructed trunk rack and trunk, Model 55.
Special top material, combination leather and nickel binding.
Twenty-two gallon gas tank, Model 55.
Snubbers on front.
Nickel windshield posts.
Bevel plate glass windshield wings.
Back of front seat redesigned, more leg room in tonneau, Model 55.

SIX CYLINDER CLOSED MODELS

Low body suspension.
Straight roof line.
Slanting windshield post.
Soft roof covering preventing noise.
One-piece body panels eliminating joints.
Rounded edge window frames.
New type door locks.
Rotary door handles easily operated.
Cowl ventilator.
Neater finish above instrument board.
Covered metal sunshade.
Round corner rear side windows.
Oval shape body moulding.
Anti-rattle window light construction.
Improved rear deck doors.
Lower seat level.
Rear vision mirrors.
Improved door hinges.
Higher grade trimming material.
New design interior fittings.
Heater in all closed models.
Nickel steering wheel spider.
Instrument board with white-faced combination instruments.
Clock on all closed models.
Shades on side and rear windows.
New arrangements of seats.
Special design rear seat arm rests (Models 47 and 50).

Model 23-6-41 Five Passenger Touring Sedan

Rigid trunk rack and trunk.
Nickel guard rails on rear of body.
Twenty-two gallon gas tank with very acccesable filler.
Plush trimming.
Large tilting front seats.

FOUR CYLINDER OPEN AND CLOSED MODELS

Insurance rating on all models materially reduced.
Redesigned bodies and tops.
Higher radiator with raised filler.
Higher stright hood line.
Longer cowl.
Lower top.
Kick-up type frame which lowers rear of body.
Easier riding springs
Lower body level on all models.
Heavy one-piece crowned fenders.
Transmission speedometer drive.
Transmission lock.
Drum type parking lights.
Rear curtain light, glass with nickel frame, Models 34 and 35.
Weatherproof curtains with signal pocket for driver, Models 34 and 35.
Longer transmission control lever.
New type hood catches.
Heavier windshield brackets.
New windshield with adjusting wing nuts on inside.
Rubber grommet between windshield post and cowl on open models.
Wide rounded rear top bow on open models.
Rubber bumpers on rear axle.
Oil holes with sliding covers in rocker arms dust cover for convenience in oiling.
Silent over-running generator clutch.
Switch with glass face.
Special switch button for cowl light.
Rear fender wings cover end of gas tank, no openings.
Oil can on right side of motor.
Valve stem lubricating felts.
Heavier front pillar brace irons.
Heavier front tonneau brace irons.
Heavier cross members to body sills.
More body attaching bolts.
Heavier windshield brackets.
Heavier robe rail.
Metal bumpers plates on doors to prevent wear of rubber bumpers.
Heavier door locks.
Position of seats changed, more room and comfort.
Longer steering gear with lower position.
Generator brushes and arms improved.
Generator bearing oilers more accessible.
Drop-forged clutch hub.
Closer fitting clutch plates.
Heavier heat-treated strut rods.
Heavier heat-treated truss rods.
Longer wearing brake lining.
Heavier body brace irons.
Front seat back extended to floor.
Longer body with flush rear deck door on Model 34 Roadster.

The foregoing improvements apply to each of the five four cylinder cars, both open and closed body types.
The following improvements apply to the specific models mentioned.

Model 23-4-36 Three Passenger Coupe

Extra large luggage compartment in rear deck.
Flush rear deck door.
Plush trimming.
Heater.
Extra wide doors.
New interior fittings.
Cowl ventilator operated from instrument board.
Aluminum steering wheel spider.

Model 23-4-37 Five Passenger Sedan

Longer body.
Lower front seat.
Longer steering gear with lower position.
Cowl ventilator.
Aluminum steering wheel spider.
Plush trimming.
New style pockets in doors.
Shades on rear and side windows.
Pull-to handles on doors.
Adjustable rear side windows.
Heater.

Model 23-4-38 Five Passenger Touring Sedan

Rigid trunk rack and trunk in rear.
Nickel guard rails on rear of body.
Cowl ventilator operated from instrument board.
Aluminum steering wheel spider.
Extra wide doors.
Large comfortable tilting front seats.
Plush trimming.
Ventilating windows in doors and side windows.
Dome light.
Heater.

THE STANDARD OF COMPARISON

BEATY MOTOR COMPANY

"When Better Automobiles Are Made—We Will Sell Them."

BRANCH NO. 1—MORGANTOWN, W. VA. MAIN OFFICE—FAIRMONT, W. VA. BRANCH NO. 2—MANNINGTON, W. VA.