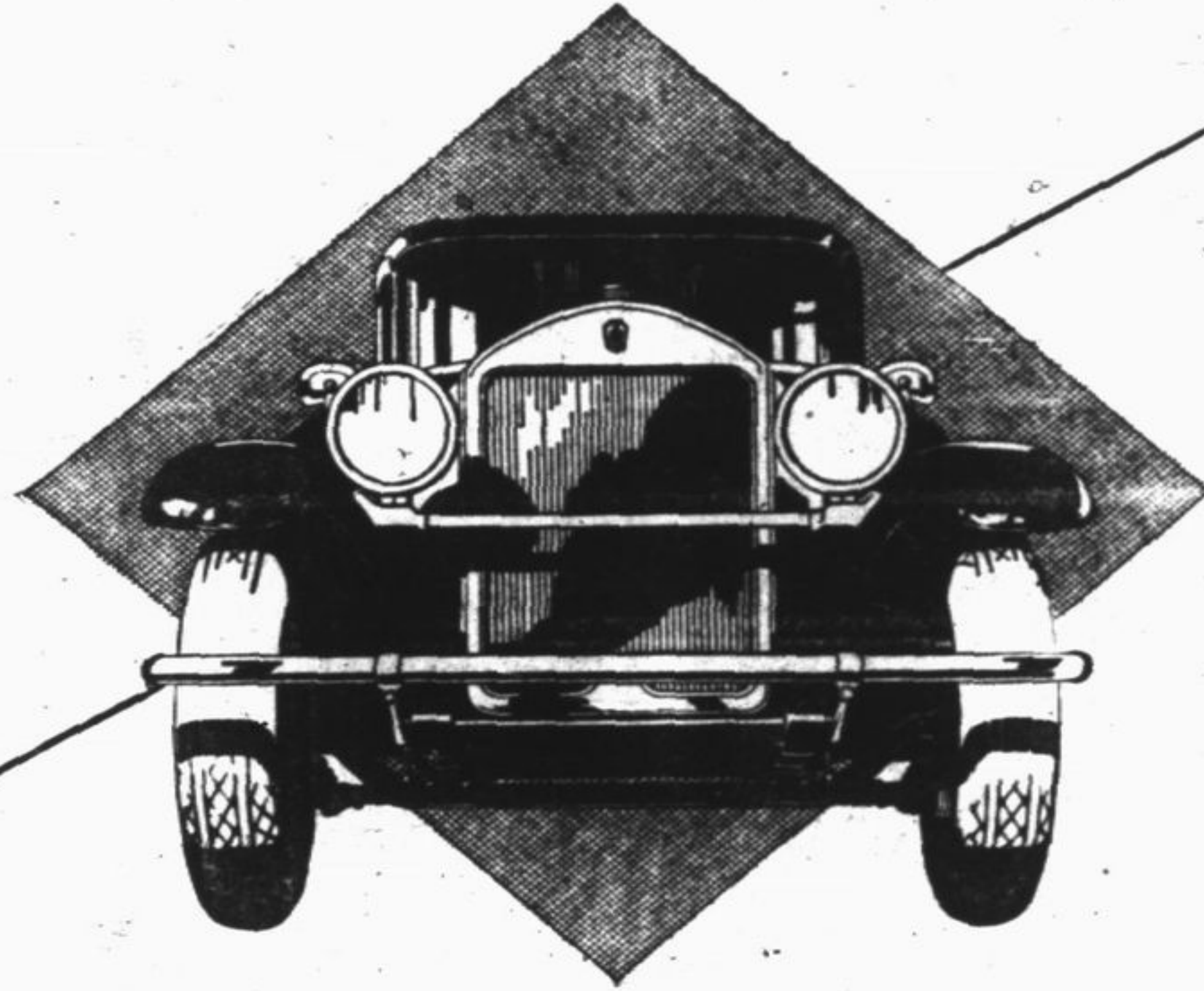


ANNOUNCING . . . . .

*A strikingly new*  
**PIERCE-ARROW**  
*New in its every aspect!*



**T**HIS is the most momentous day in Pierce-Arrow's twenty-six years. It marks the arrival of the Pierce-Arrow 81—a new motor car which strikingly transcends all predecessors—which in beauty and performance incorporates significantly more than even Pierce-Arrow ever before offered.

Pierce-Arrow designers and engineers have reached into the future and made tomorrow's car an existing creation.

Its charm and symmetry—its distinctively Continental atmosphere—its spirited lines and poise

—render it irresistible to the eye. Rich in interior appointments, as one naturally expects of a Pierce-Arrow, it will entice and thrill the most fastidious.

Revolutionary in its responsiveness, it will instantly captivate the most critical driver.

Distinctively Pierce-Arrow, it is on all occasions, formal or otherwise, an unmistakable social asset. For Pierce-Arrow is and always has been *the car of fine cars.*

Like all Pierce-Arrow cars, it is generously roomy and luxuriously comfortable. It is in no sense a small car.

**TOM HAY & SON**

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