

PIERCE-ARROW

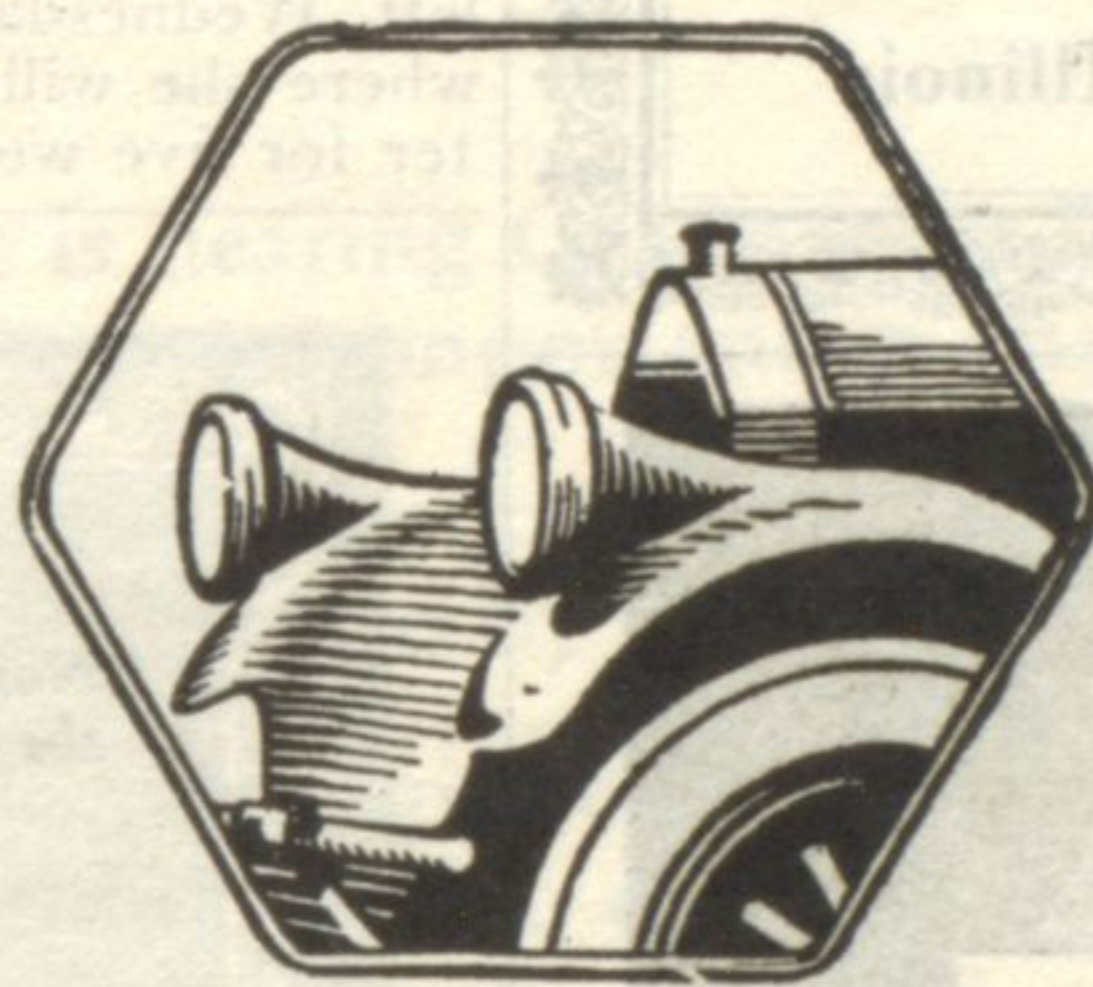
*is pleased to announce
the appointment of*

TOM HAY AND SON, Inc.

1838 Ridge Avenue

Evanston.

as dealers for the North Shore



AWAY back in the days when the automobile was still an experiment, people in this section first made the acquaintance of Tom Hay.

There was no "8 Son" in the Tom Hay business title then but folks got to know that if Tom Hay vouched for a car that car was as right as a car could be.

When Tom Junior grew to man's estate it was only natural that he should be found carrying on shoulder to shoulder with Tom Senior in making square dealing in motor cars a lifework which any father and son might well be proud of.

And so, Chicago's Suburban North Shore is to be especially congratulated, we think, that Tom Hay & Son, Inc., are now the Pierce-Arrow dealers in this area.

Pierce-Arrow's old friends are bound to like the quality of civil, interested service that Tom Hay & Son, Inc., will render. Pierce-Arrow's new friends, increasing in numbers by the hundreds monthly, will

find it a real pleasure to make their selections from the complete Pierce-Arrow line that Tom Hay & Son, Inc., have on hand.

Many do not yet realize that it is possible to buy a custom-built enclosed Pierce-Arrow for as little as \$2995—the at-Buffalo price of the two-door five-passenger coach.

It should be worth any person's while to drop in at the Ridge Avenue display room of Tom Hay & Son, Inc., in Evanston and see this and other interesting Pierce-Arrow models that can now be had.

Pierce-Arrow *Series 80* Coach prices range from \$2995 to \$3450 at Buffalo plus tax; *Series 80* De Luxe Body models (including runabout and touring cars) from \$2895 to \$4045 at Buffalo plus tax. Pierce-Arrow's larger car, the Dual Valve Six, is priced at \$5,000 for open cars and at \$7,000 for enclosed cars. Tom Hay & Son, Inc., will take good care of you, whatever your Pierce-Arrow needs may be.