

*Star Salesman*



Photo by Toloff

W. B. Rood, Jr., salesman for Tom Hay and Son, local Pierce-Arrow dealers, won the national president's sales contest of Pierce-Arrow by selling \$30,001 worth of Pierce-Arrows in seven days. The prize for Mr. Rood's exceptional selling was \$150 in cash given by Mr. Forbes, president of the Pierce-Arrow company. This sales contest is a national event held by the Pierce-Arrow factory. Mr. Rood, during the week of April 18 to 23, was third with a total of \$14,240 sales in seven days.

The reduction of \$300 to \$500 in price on the five passenger brougham and the five passenger sedan, as well as the roadster, has stimulated business to such an extent that Mr. Meyer, general manager of the local branch, states that he is right now about three weeks behind on delivery.

**New Dodge Cars Have Sturdier Transmission**

Outstanding among the changes recently announced in Dodge Brothers entire line of passenger cars is the adoption of a sturdier, more compact transmission with the gears arranged for standard shift. The new gearset, according to the announcement from the factory received by C. M. McDonald, north shore dealer, entered production at the same time as the new Dodge Brothers motor.

"The aim of the designer," says Mr. McDonald, "was to provide a gearset so sturdy that although transmitting the increased power developed by the new engine it would sustain the good reputation earned by the former transmission for long life and freedom from wear.

"The gears are heavier and stronger than those of the former transmission and are made of chrome vanadium steel heat treated in electrical furnaces.

"Both of the shafts which support the gears have been made stronger and stiffer than those in the former transmission and are also of chrome vanadium steel. The diameter of the countershaft has been increased and the length shortened."

The largest county in Illinois is McLean with an area of 1,166 square miles; the smallest is Putman county, having 176 square miles.

# PIERCE-ARROW

*5-passenger Brougham*

reduced

**\$ 500**

Widespread response of sales followed the recent announcement of new reduced prices on four of Pierce-Arrow's most popular *Series 80* models. Never have prices been so low in Pierce-Arrow history. Never before has it been possible to enjoy the smartness and comfort of a Pierce-Arrow for so small an investment and on such convenient terms. A car with courteous driver will be placed at your disposal.

*5-passenger Brougham*

Now **\$ 2495**

The Runabout, now \$2495—a reduction of \$400

Also new low prices on the 5-passenger Standard Sedan and the 4-passenger Coupe

*All prices at Buffalo, N. Y., tax extra*

Pierce-Arrow *Series 80* cars have hand-hammered aluminum bodies covered with 14 coats of nitro-cellulose lacquer. Luxurious appointments . . . silver finish hardware . . . handsome vanity cases. Wide range of color and upholstery choices. 70-horsepower engine

. . . Houdaille double-acting shock absorbers . . . special Pierce-Arrow four-wheel safety brakes. 14 to 17 miles per gallon of gasoline, 15,000 to 18,000 miles per set of tires. Nation-wide Pierce-Arrow flat-rate service effects great operating economy.

**A small down payment gives you immediate delivery.  
Present car accepted as cash.**

## TOM HAY AND SON

1819 Ridge Avenue

Evanston

*Greenleaf 50*

