

Pierce-Arrow REDUCES PRICES

*on its new series motor cars —
as much as*

\$600

In accord with Pierce-Arrow's new policy of increasing its sales volume by a material expansion of its market, the following price reductions are announced, *effective at once:*

Models:	Former Price	Today's Price	Amount of Reduction
7-Passenger Enclosed Drive Limousine	\$3550	\$2950	\$600
7-Passenger Sedan	3450	2850	600
Convertible Coupe	3450	2950	500
4-Passenger Coupe	3450	2950	500
5-Passenger Sedan	3350	2750	600
2-Passenger Coupe	3350	2750	600
4-Passenger Touring	3100	2700	400
Runabout	2900	2600	300
5-Passenger Club Brougham	2750	2475	275

(Prices quoted are f. o. b. Buffalo)

Your present car will be accepted at fairly appraised value. This will apply against down and monthly payments which make Pierce-Arrow ownership surprisingly easy.

The cars affected by the reduction—the *entire new Series 81*—represent, as always, the very highest standards of fine car manufacture.

Pierce-Arrow proposes no compromise with the principles which have made it *America's finest motor car* for more than a quarter century.

THE PIERCE-ARROW MOTOR CAR COMPANY, *Buffalo, N. Y.*

PIERCE-ARROW SALES CORPORATION

(Factory Branch)

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