

A PIERCE-ARROW

for **\$600** less

That's what you are offered in today's sweeping Pierce-Arrow price reductions. Savings as great as \$600 on many models.

One of these may be the car you have wanted:

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.

There has been no departure from the highest standards of fine car manufacture—no compromise with the principles which have made Pierce-Arrow *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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