



This New
Pierce-Arrow at
\$2475

*is a record value in fine motor cars—
 the lowest price in Pierce-Arrow history!*

With the new Club Brougham, by Pierce-Arrow, offered at the almost unbelievable figure of \$2475, this question naturally asserts itself:

"Is this car of the same Pierce-Arrow line which won such wide acclaim for its beauty—for its perfection of equipment—at the most recent salons?"

The answer is, unequivocally, Yes! It is the same Pierce-Arrow, down to the last fine detail. It is the very car which was a breath-taking value at a much higher price.

A beautiful, ultra-modern enclosed Pierce-Arrow, seating five passengers. With two-door beauty and four-

door accessibility. With rare handling ease and riding comfort, magic getaway and speed without stint.

The car is offered in a variety of choice color combinations. Its interior is a modern example of fine car upholstery and fitments.

You can own this new Pierce-Arrow with little if any cash outlay. The trade-in value of your present car may easily cover the initial payment.

Not only that, but you will discover that Pierce-Arrow means a very minimum of expense in upkeep. Not to mention the priceless pride of ownership that goes naturally with the name and the performance.

Here are the New Low Prices

Note that the reductions are as great as \$600 on some models—resulting in prices lower than ever before known to cars of Pierce-Arrow manufacture!

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.

PIERCE-ARROW SALES CORPORATION

(Factory Branch)

2420-22 S. MICHIGAN AVENUE CHICAGO TELEPHONE MICHIGAN 2400
 North Shore Service Station—1508 Elmwood Avenue, Evanston