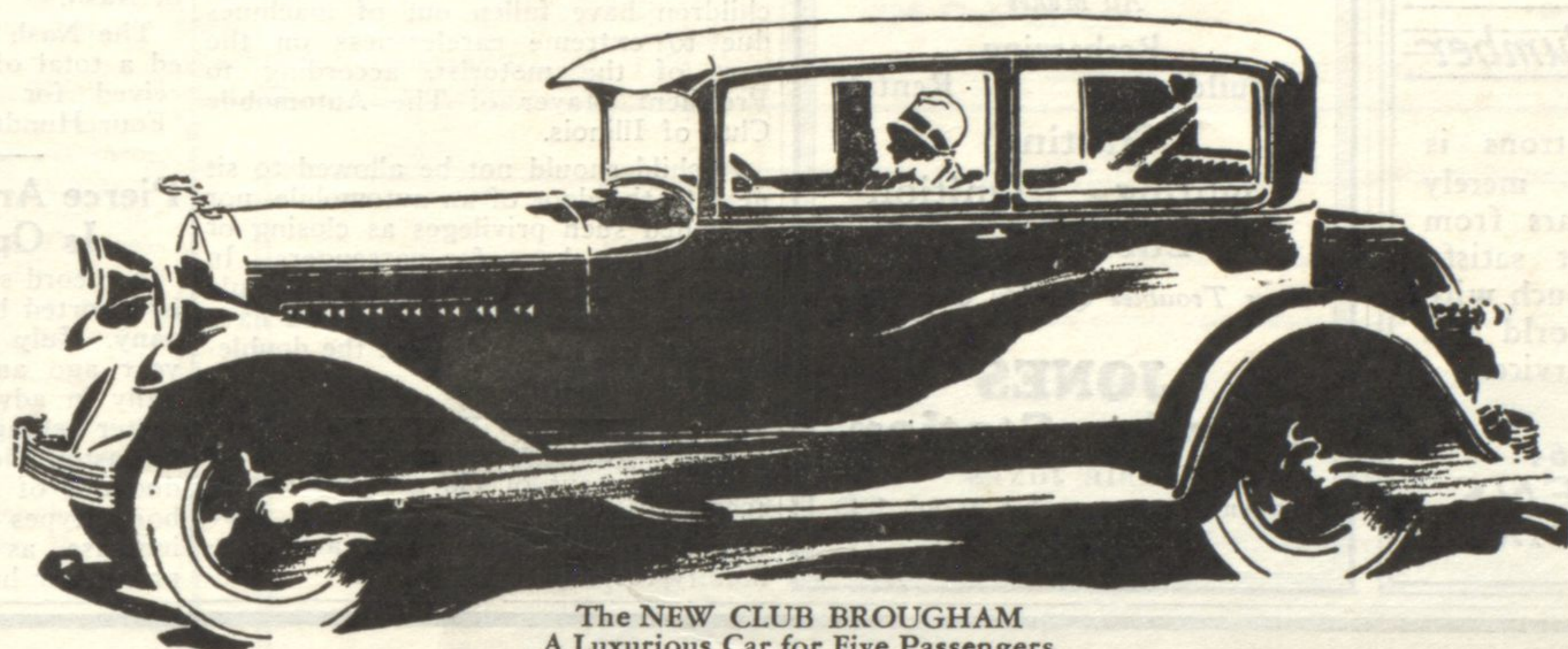


At
\$2475

The lowest price
in Pierce-Arrow history!



The NEW CLUB BROUGHAM
A Luxurious Car for Five Passengers

This is the same automobile which, a few weeks ago, was announced as a value that dwarfs anything in the fine car market.

That being true almost yesterday, think of the amazing money's worth that must be present in the Club Brougham today . . . at \$2475, the lowest price in Pierce-Arrow history!

No detail has been changed—not the smallest refinement neglected. The car is every inch a Pierce-Arrow. New and sparkling of line, rich in color combinations,

without an ounce of excess weight. Easy to handle, quick to accelerate, fleet beyond exaggerated need. And remarkably easy of maintenance.

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

The terms upon which the new Club Brougham is offered have been reduced to the utmost in simplicity.

Your present car is likely to have sufficient trade-in value to cover the first payment—possibly more.

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