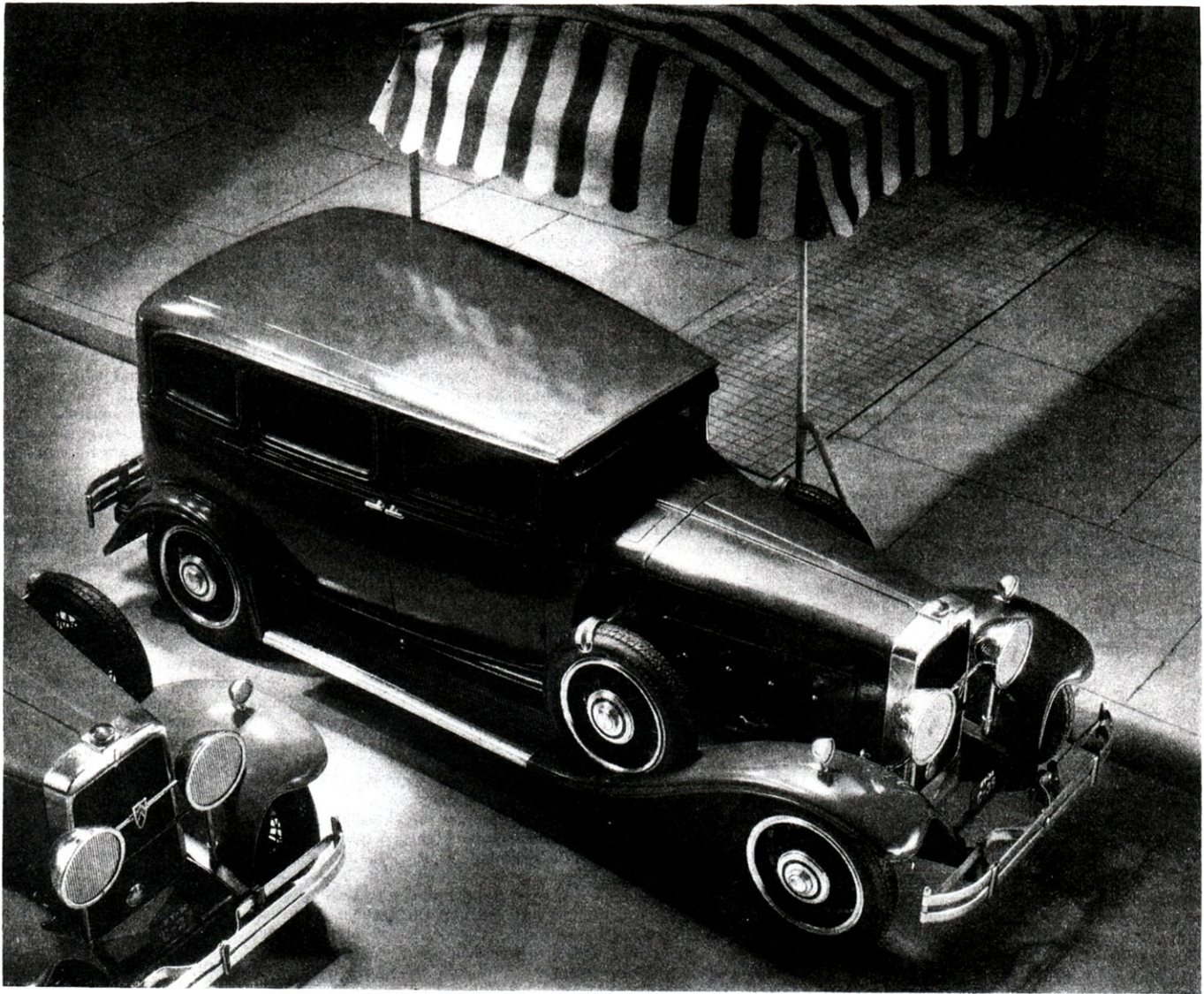


THE NEW PEERLESS

—BY A NEW AND AGGRESSIVE PEERLESS ORGANIZATION



Anton Bruehl

NOW MORE EMPHATICALLY THAN EVER
"ALL THAT THE NAME IMPLIES"



Nearly a year ago a new organization set out to create a new Peerless. What a rare opportunity! A name which goes back thirty years. Old time-proved standards and ideals to safeguard and around which to build into a great new future. The Custom Eight (shown here) is the first product of this new and revitalized Peerless organization. Every fine thought you have ever had about Peerless—everything you have ever known Peerless to be—are today doubly certain. Will you see and ask to drive the new Peerless?

PEERLESS MOTOR CAR CORPORATION, CLEVELAND, OHIO