
THE NEW PEERLESS

PRODUCT OF AMERICA'S OLDEST FINE CAR BUILDER



In this year of thrift there is a new sharpening of pencils; a more pointed and deliberate type of reasoning concerning all automobile investments. More than ever before people are finding that the better car is after all the least expensive. Also that the trustworthy and time-proved is preferred to the seemingly glamorous new idea which comes up over night. Peerless fits squarely into this new saneness of things—it is built for a long term of faithful service—it is engineered along lines known to be sure and safe—it is styled to be alertly of today but never to be ultra-modern or trying. The Peerless of 1930 will still serve you well in 1935. Peerless, Cleveland, Ohio.

NOW MORE EMPHATICALLY THAN EVER



—“ALL THAT THE NAME IMPLIES”
