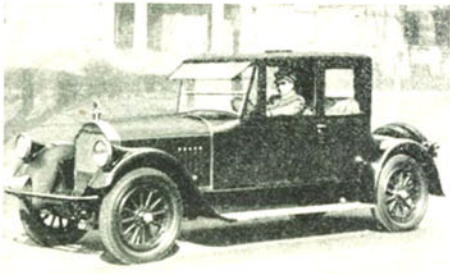


PIERCE· ARROW

AMERICA'S FINEST MOTOR CAR



Mr. Adolphus Busch III, of St. Louis, is the owner of the Pierce-Arrow coupe shown in the photograph. Although more than eight years old, the car is used regularly by Mr. Busch.

Moving up and down and across the land, with daily satisfaction to their owners, are the visible, active evidences of Pierce-Arrow survival value.

To be prized in a man-made mechanism, as in a man himself, is long and faithful service.

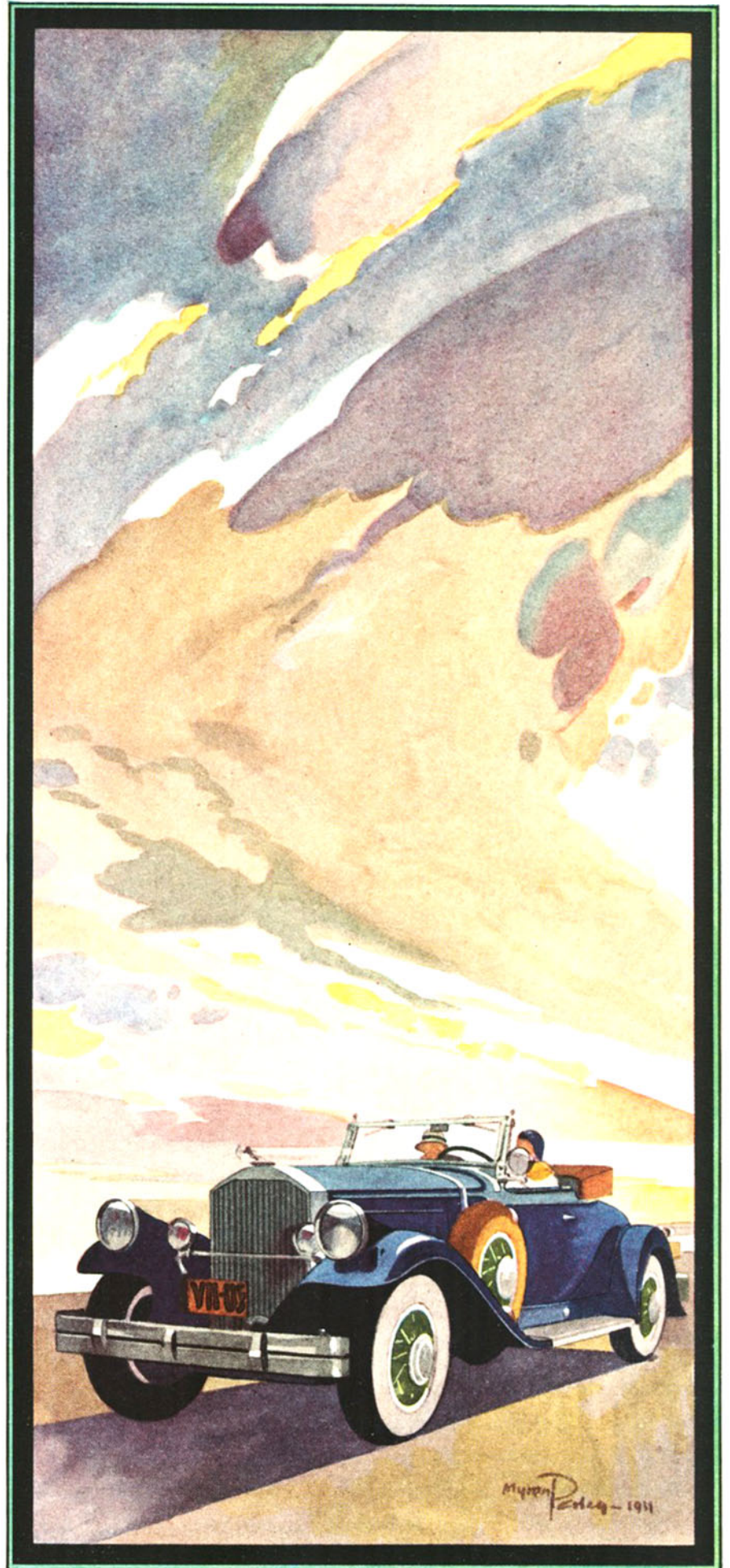
Into the newest of Pierce-Arrows, with all their patrician value-of-the-moment, is built the traditional quality which creates Pierce-Arrow survival value, a unique attribute in motordom.

Thus a two-fold return on a Pierce-Arrow investment. First, the certainty that nothing finer or more modern is to be had among motor cars.

Second, the equal certainty that engineering and manufacturing utilize every sound means to preserve for years to come the prestige which literally is Pierce-Arrow.

In modern yet dignified design, in luxury, in long and economical life, Pierce-Arrow is today as always, America's finest motor car.

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\$2685 to \$6400 at Buffalo.
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