



Four-passenger Sport Phaeton of Group A... \$3750 at Buffalo

## ENDLESS ARE THE EXAMPLES OF PIERCE-ARROW SURVIVAL VALUE

A sidelight on Pierce-Arrow character is the almost affectionate regard in which this car is held by so many of America's most representative families. Some of the most enviable Pierce-Arrow service records have been made within these distinguished circles... Neither great dependability, nor exceptional performance, could alone win preference for the same Pierce-Arrow year after year. But both qualities combined, and enhanced by

real patrician character, have won a great unchanging loyalty to America's finest motor car... To the graceful beauty, the loveliness of appointment and courtly conveyance which have always been Pierce-Arrow, is now added the new luxury of Free Wheeling—the most important automotive development of the past decade.

TWENTY-NINE NEW MODELS WITH FREE WHEELING \$2685 to \$6400 at Buffalo. (Custom-built Models up to \$10,000)

MR. JOSEPH E. WIDENER, nationally-known financier and sportsman, has owned the Pierce-Arrow shown in the photograph since 1920.



# PIERCE-ARROW