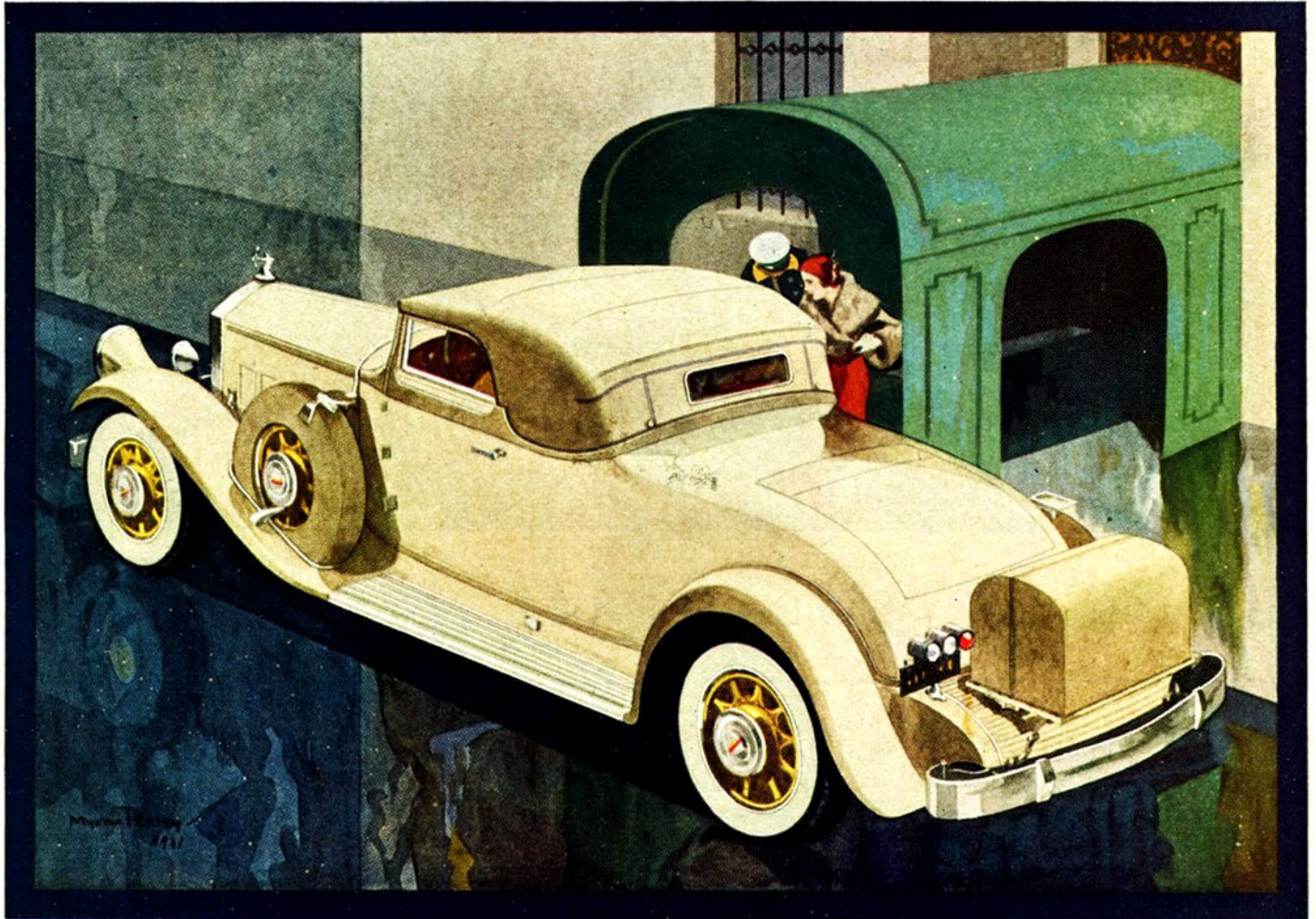


M R . S T E P H E N B A K E R ,

P R O M I N E N T N E W Y O R K B A N K E R , *purchased the Pierce-Arrow pictured above in 1917.*

It is still one of the most important cars in his service.



Convertible Coupe of the Salon Group . . \$4275 at Buffalo

Against a background of tradition and quality singular to Pierce-Arrow alone among fine cars, Pierce-Arrow presents today's concept of all that can create distinguished motoring . . . Styled and engineered for those influential groups who have approved Pierce-Arrow for 30 years, and whose preference stamps any-

thing as the finest of its kind, the new Pierce-Arrows are done with characteristic finish and finesse . . . Pierce-Arrow confidently looks to these, the finest cars it has ever produced . . . the very pinnacle of fine car values . . . to extend still further the high position with which it has been honored by two generations.

Twenty-nine New Models . . with *Free Wheeling* . . from \$2685 to \$6400 at Buffalo

PIERCE-ARROW

(Custom-built Models up to \$10,000)