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**\$2,195**

F. O. B. FACTORY

In showrooms throughout the nation this week, you will find a new Pierce-Arrow. It revises all previous motor-car values, as did its companion cars of higher price when recently introduced at National Auto Shows. This is the first car to offer so much in its particular field . . . in size . . . in power . . . in comfort . . . in luxury . . . in beauty . . . in safety . . . in *quality*. It is a Pierce-Arrow!



THE FIVE PASSENGER SEDAN \$2,295 F. O. B. FACTORY (BROUGHAM \$2,195) SPECIAL EQUIPMENT EXTRA . . . 136-INCH WHEELBASE . . . 135 HORSEPOWER