



IN TUNE

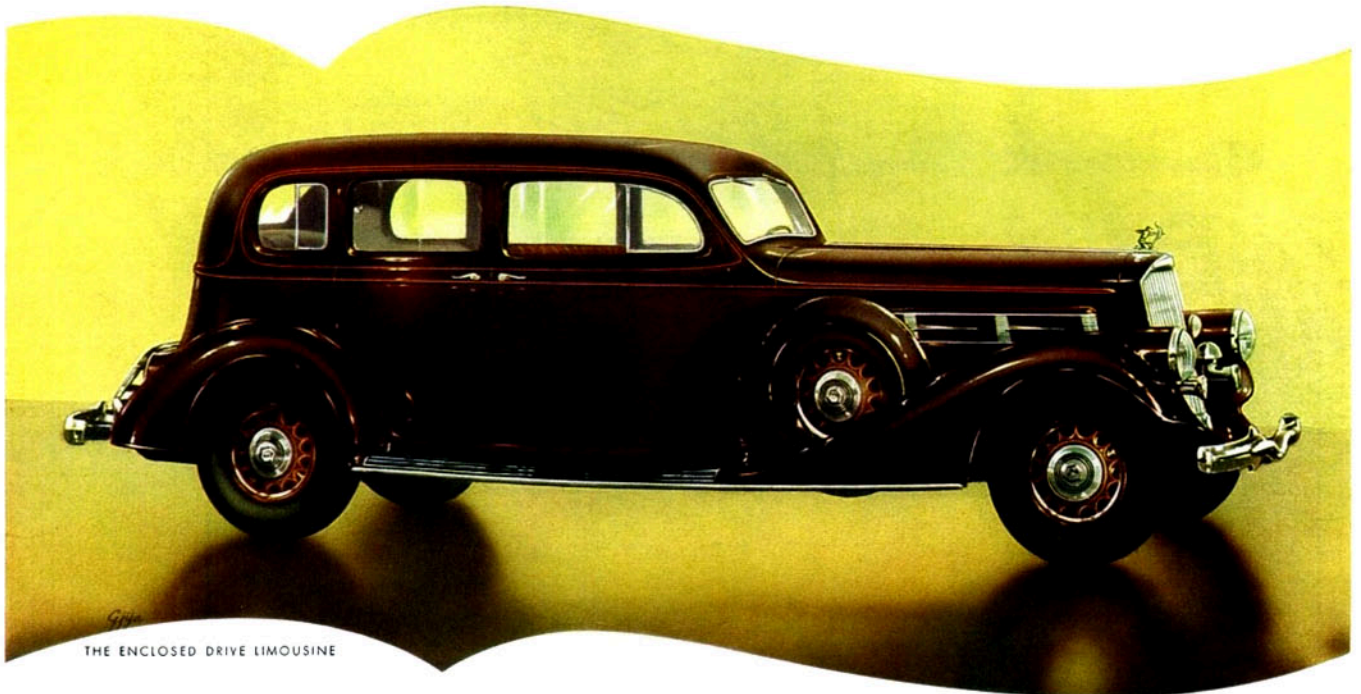


• To those who take pride in their homes, their surroundings, their standards of living, a fine motor car is an essential. For thirty-five years Pierce-Arrow has been a symbol of social standing . . . has fitted naturally into a well-ordered mode of living.



• And so today, with a new spirit in the air, with people everywhere again gratifying their desires for the finer pleasures of life, the supreme comfort and luxury and the distinguished excellence of a Pierce-Arrow are eminently in tune with the times.

America's Finest Motor Car for America's Finest Families



THE ENCLOSED DRIVE LIMOUSINE

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