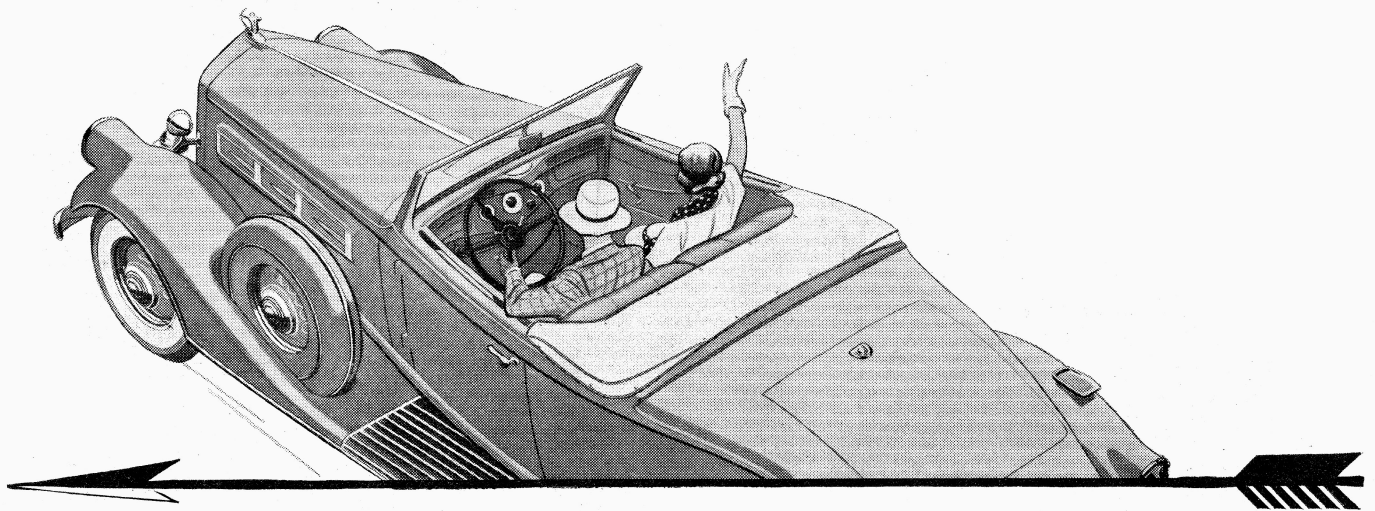


AMERICA'S  
FINEST MOTOR CAR  
*for*  
*America's Finest*  
*Families*



THEY SPEAK THE SAME LANGUAGE

SOME PEOPLE just naturally seem to be born with a keen appreciation for the finer things of life. Their friends, their tastes, their possessions, are evidence of one great truth...that money is not important for money's sake, but only for the lasting solid worth and satisfaction that it makes possible. And it is no mere chance that the car so many of these people possess is Pierce-Arrow.

PIERCE ARROW