

Get the hidden values that mean service and safety when you buy your car


#### Abstract

You can buy a cheape You can buy a car which follows more closely the passing whims of custom body builders. But you cannot buy a motor car which will meet your personal needs more adequately or more economically than an Apperson. Actually it is a low-price car-when its moderate first cost is spread over the many years of satisfying service it will give you A car of dignity and distinction, the Apperson is simple, swift, safe, enduring. Every part that goes into the chassis is designied and manufactured in the Apperson plant at Kokomo. Any woman can drive an Apperson-and enjoy it. Ease of handling-instant motor response-the fatiguing vibration and road shocks-all make for confidence as well as exhilaration in any driver. For six years Apperson engineers and production experts have concentrated on the refining and perfecting of a great motor car-"the eight with eighty less parts." The Beverly model marks the culmination of their efforts. In January, at Beverly Hills, California, 2 standard chassis, stripped for racing, traveled 1,928 miles in 24 hours. Apperson owners will never need to drive eighty miles an hour from sun to sun. But the power and endurance demonstrated at Beverly Hills are important because they assure personal safety under all conditions, speed for any emergency, operating economy, long life and low upkeep cost. Seven distinctive body types. Prices range from torrent of power at command-freedom from $\$ 2620$ to $\$ 3695$ at Kokomo, Ind. Excise tax extra. APPERSON bros. AUTOMOBILE


## Apperson Motors of Pennsylvania

S. W. Cor. Broad \& Race Streets

Locust 5167

## APPERSON MOTOR CARS

