

La Pierre



What Dealers Say:

A Big Sales Help.

Install and Sell.

*Wire Us a Price
on a Gross.*

The Sensation of the Year

When we introduced the "Aristocrat" Wheel and "Aristocrat" Gear Shift Ball three months ago, we felt sure of success, but the orders since have surpassed even our most extravagant expectations. And why not?

With the Aristocrat Wheel, every long legged man is a prospect, because of the inverted spider. Every smart woman driver is also a prospect, because made of the finest Black Walnut, with beautiful grain and inlay of Maple, the Aristocrat Wheel adds a touch of refinement that is positively irresistible.

When you add to these features the *sure, effortless grip* in any position—an exclusive design, you can readily appreciate why so many dealers have met with such great success in selling this new wheel. List price of \$7.50 eliminates all sales resistance, but leaves liberal profit for dealer. *Seven minutes to install.*

The Aristocrat Gear Shift Ball

This product is even a bigger seller, because *every* car owner is a prospect. Many dealers have already placed their third repeat order. Made of Black Walnut and Burly Maple the ball is beautifully inlaid, and about four times as light as the usual ball. This means you get away from the present vibration on the gear shift lever with the heavier ball. Made of wood, the Aristocrat Gear Ball is *never cold to the touch*—another tremendous selling feature. Packed twelve in a display carton. List price \$1.50 each.

ORDER TODAY—
and cash in on some of the profit you are now missing.



Sold thru Ford Dealers exclusively

Established 1890

H. M. LA PIERRE COMPANY

1358 W. 21st Street

Chicago, Ill.