



What does 17 years of motor car building assure the buyer?

The automobile industry in America had its birth seventeen years ago.

And the first car built in this country was an Apperson—taking its name from its builders, the Apperson Brothers.

During all the years which have come and gone since that first production issued forth from their hands, Apperson Brothers have been building motor cars.

Their work has been a steady progression throughout these seventeen years.

Fifty distinct models they have produced—thousands of cars—each model better than the

So the man who buys the Apperson of today knows that he is getting the splendid results of the Apperson Brothers' fine experience.

He knows that the Apperson Brothers' integrity and their honorable record stand back of the car—that these are his guarantee that his Apperson is the best which their unparalleled pioneer-knowledge can produce.

An assurance of value such as this is not an assurance to be considered lightly.

For it has come out of seventeen years of motor car building—which, as you will say to yourself, is without equal in the industry's history here. Your investigation of the Apperson can but lead you to the