Dear Sir:

Suppose you were to move to a little back street. What would happen, then, to your business?

Sales would fall off, naturally--just because people would no longer be familiar with your store.

Of course, you would save on rent, but not enough by far to compensate for your loss of volume business.

In the same way, it doesn't pay to carry "back street" merchandise--goods that aren't known, that your customers hesitate at buying.

Peerless Products, on the other hand, have a wonderful reputation that's known from coast to coast. They sell quickly--and because of their splendid quality, they KEEP your customer "sold."

Several other points that you ought to know about this great line are explained on the inside. Read it all, and for more detailed information just fill out the enclosed post card.

Very truly yours,

THE CORCORAN MANUFACTURING CO.

Manager of Sales
Fenders are continually being improved.

And also we added a new feature that adds much more to the protection of your vehicle by virtue of the Peerless "cutaway" crate.

That's why we can highly recommend it to you, and we are sure that other manufacturers will follow suit as they find it highly practical.

The profits which you save will go toward the worth of your vehicle, and at the same time we promise to make it worthwhile to buy Peerless.

But what's all this worth, you ask? And obviously it's worth something if it's worth your while to find out about the Peerless "cutaway" crate.

The "cutaway" crate shown above is patented by us and is used exclusively for the shipping of Peerless fenders. They represent an actual saving of about 15% in weight and storage space—very essential economies in the handling of fenders to both jobbers and dealers.

WE SAVE THE WEIGHT—
YOU SAVE THE FREIGHT

**Peerless Commercial Fenders**

Comprise four models for all sorts of Ford body jobs—of the same quality and gauge of steel as the Peerless Passenger Car Fenders.
When the old car is being dressed up there is nothing more to its appearance than a set of bright new Peerless Fenders. By thousands of Peerless dealers everywhere are finding it profitable to feature these products along with others of the Peerless Line. They make soon pile up into a tidy sum—profits on merchants may be overlooking.

It's more—Peerless Fenders with their glossy good looks and quality take the customer's eye, impress him with the goods you offer, and make him a permanent faithful customer.

The enclosed post card will give you quick action on this real proposition. MAIL IT TO-DAY!

The Complete Money-Making Peerless Line is shown on the back page — — —

Peerless Passenger Car Fender for Ford cars

Built of 20-gauge auto body steel, these fenders will withstand any vibration and wear encountered on Ford cars. Heavily japanned, with two coats baked on. Rims are of extra heavy cold rolled strip steel.