

P I E R C E - A R R O W

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sure—rewards which perhaps are more tangible and more immediate.

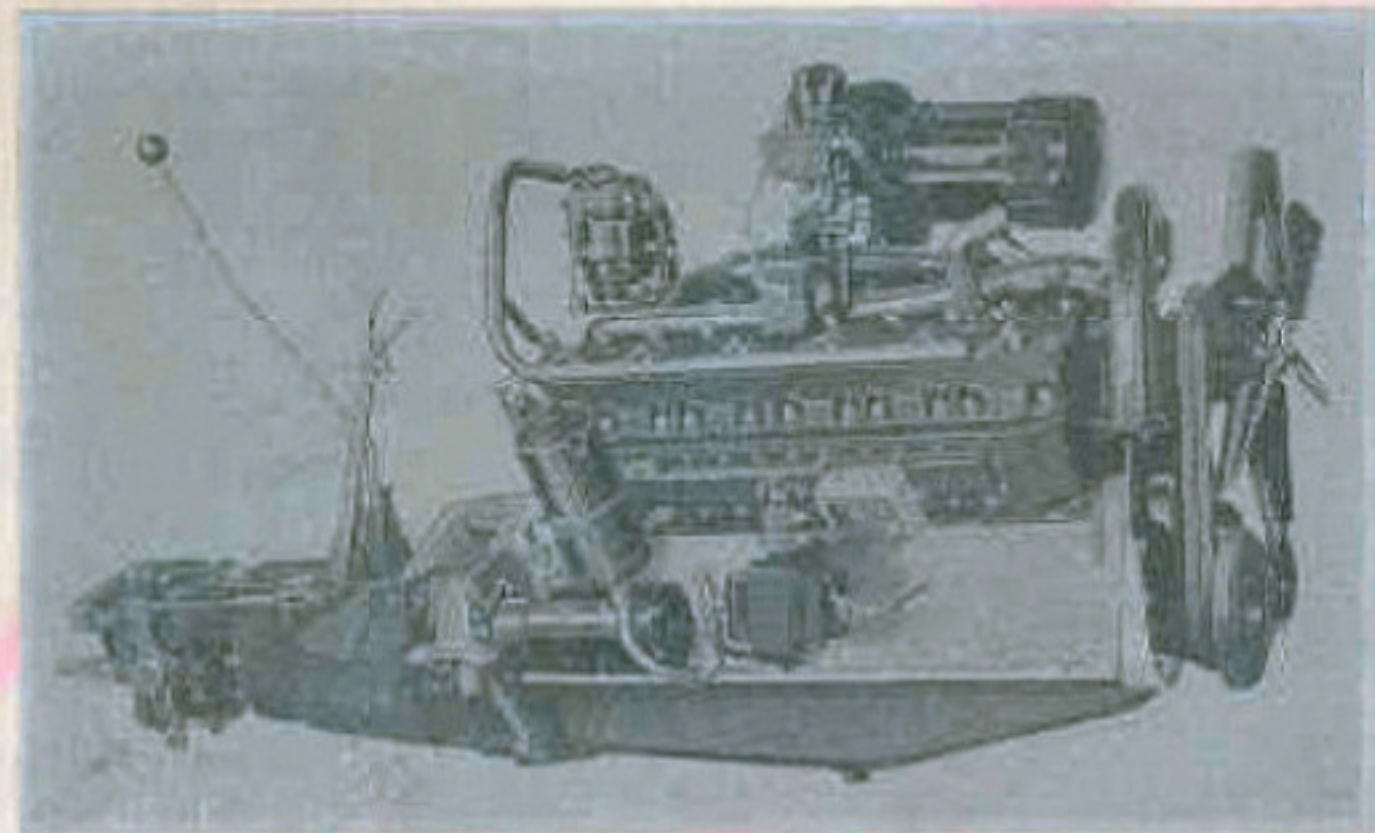
All types of automobiles undeniably have undergone tremendous improvement in recent years, for this period has seen the greatest engineering development of any decade. Cars have become infinitely safer, faster, easier to control, more stable, more comfortable, more silent and more foolproof.

But what is not so universally appreciated is the fact that *nowhere has this development been so impressive as in the realm of fine cars.* All of those extra measures of values which differentiated the fine car of former years are present today, more generously than ever before.

To render in words an adequate description of the wealth of satisfactions arising from Pierce-Arrow ownership literally is an impossibility.

To build superlatively well is the very essence of the Pierce-Arrow idea. To do this takes time . . . and space . . . and *skill.*

Perhaps a single example of Pierce-Arrow's methods will illustrate this: Color finishes can be applied in as few as eighteen operations; but to produce the lasting depth of beauty of Pierce-Arrow's color finish requires *fifty-eight* operations involving extensive batteries of drying kilns.



THE PIERCE-ARROW TWENTY . . . Holder of A. A. A. official world's speed and endurance records, this mighty 175-horsepower engine is the smoothest, most responsive and most efficient of all automobile power plants. Each Pierce-Arrow engine individually undergoes a series of tests which represent approximately 900 miles of road driving.

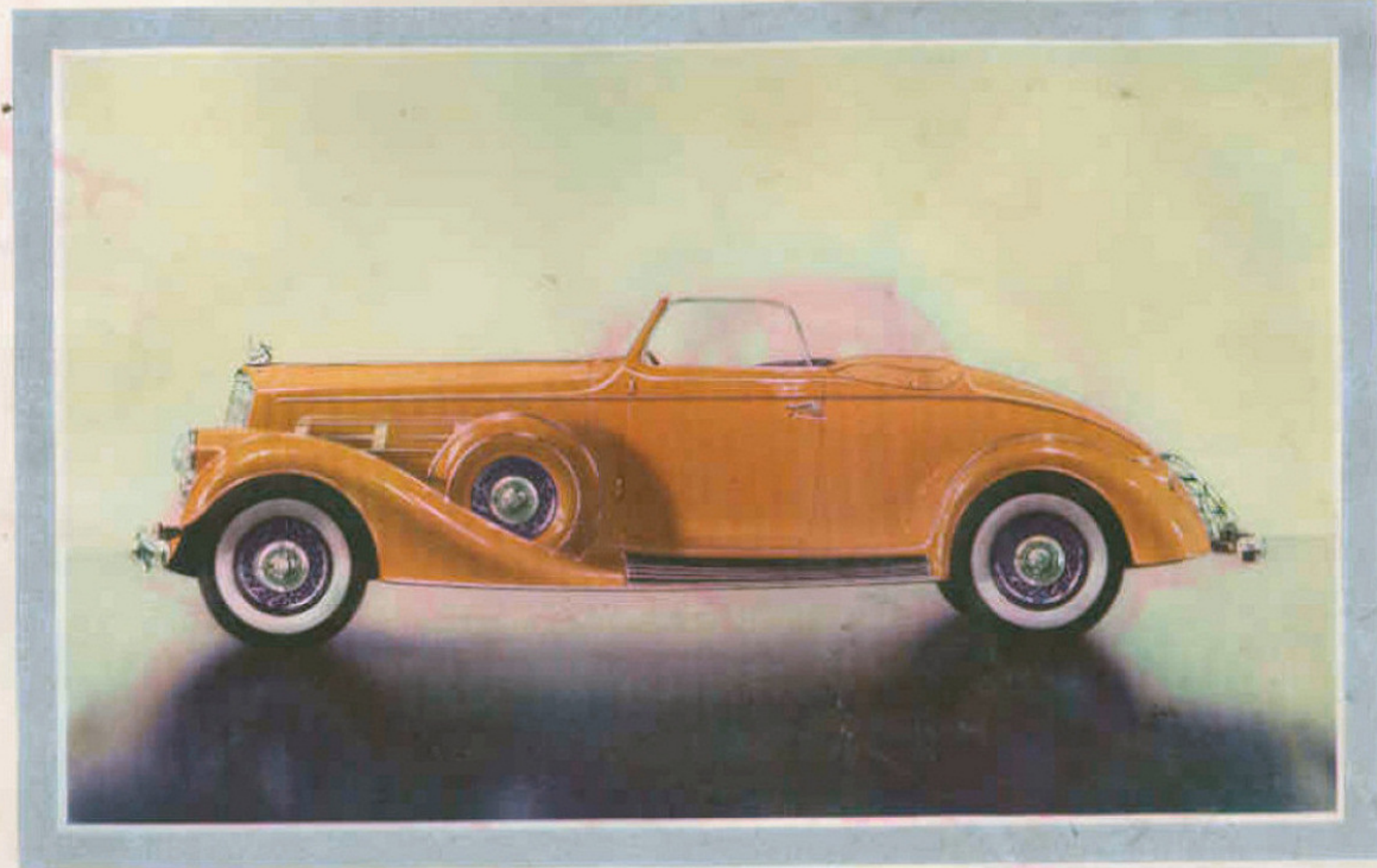
As a further example may be cited the fact that countless hours of skilled care are devoted to the inspection and testing of each part, and of each unit after the parts have been assembled. For instance, in the testing of each Pierce-Arrow engine, it is given the equivalent of from 800 to 900 miles of road running.

To build as Pierce-Arrow does requires time and space because of the great multiplicity of precision operations and because the car is completely built in the Pierce-Arrow plant—chassis, engines and bodies. Indeed, if the Pierce-Arrow plant were devoted to mass automobile production, *its capacity would be four times the volume possible under Pierce-Arrow's methods.*

Thus does Pierce-Arrow fulfill the desire for finer automobiles—a desire, incidentally, which, with the return of better days, is manifesting itself in an ever-increasing demand.

This new day finds Pierce-Arrow and its great nation-wide sales and service organization carrying forward the traditions of the most highly respected name in the automobile industry—a name which is as imperishable as the pride of owning the car which bears it.

THE PIERCE-ARROW MOTOR CAR COMPANY, BUFFALO, NEW YORK

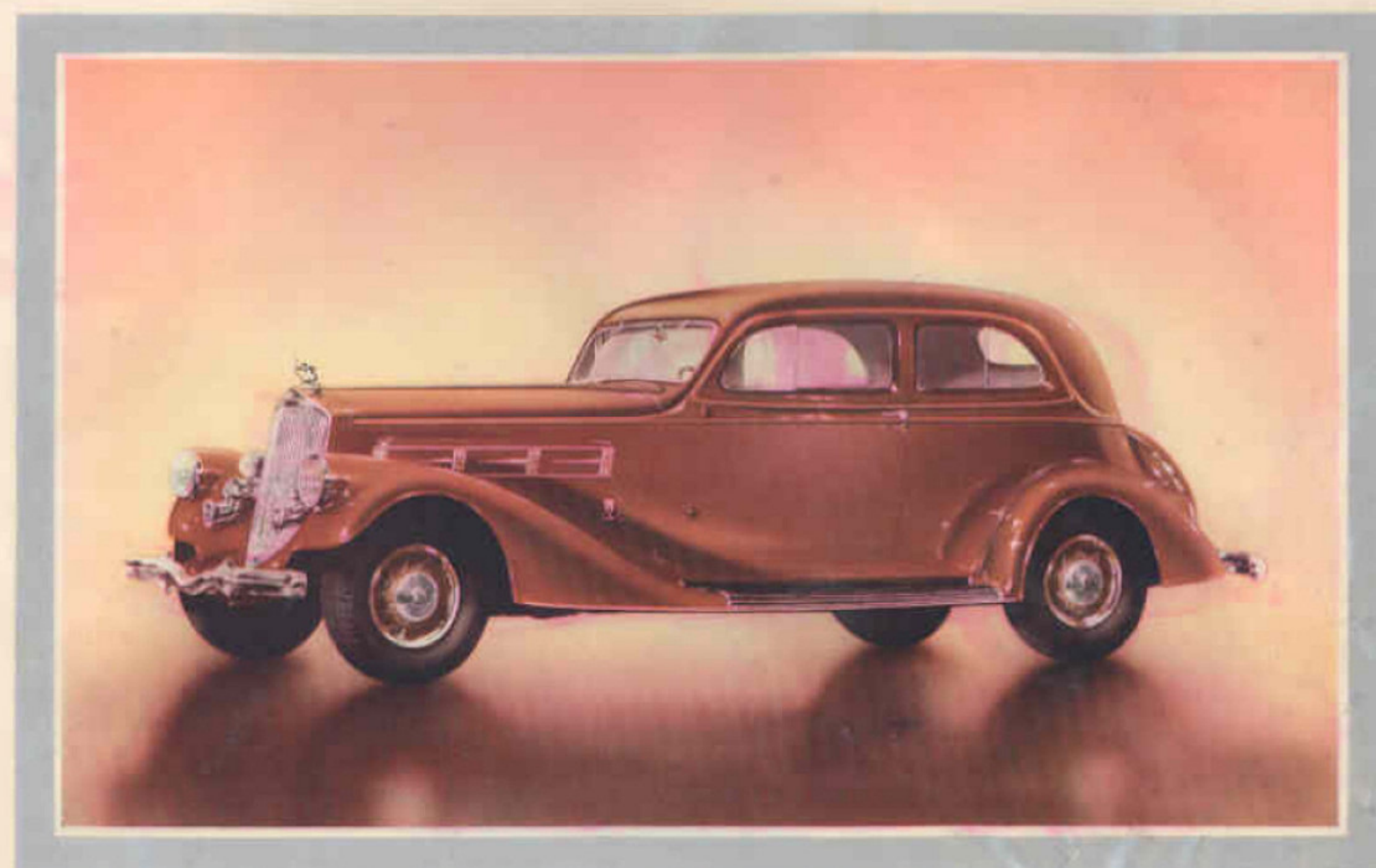


*The Convertible Coupe Roadster*



18 ← *The Coupe (with Rumble Seat)*

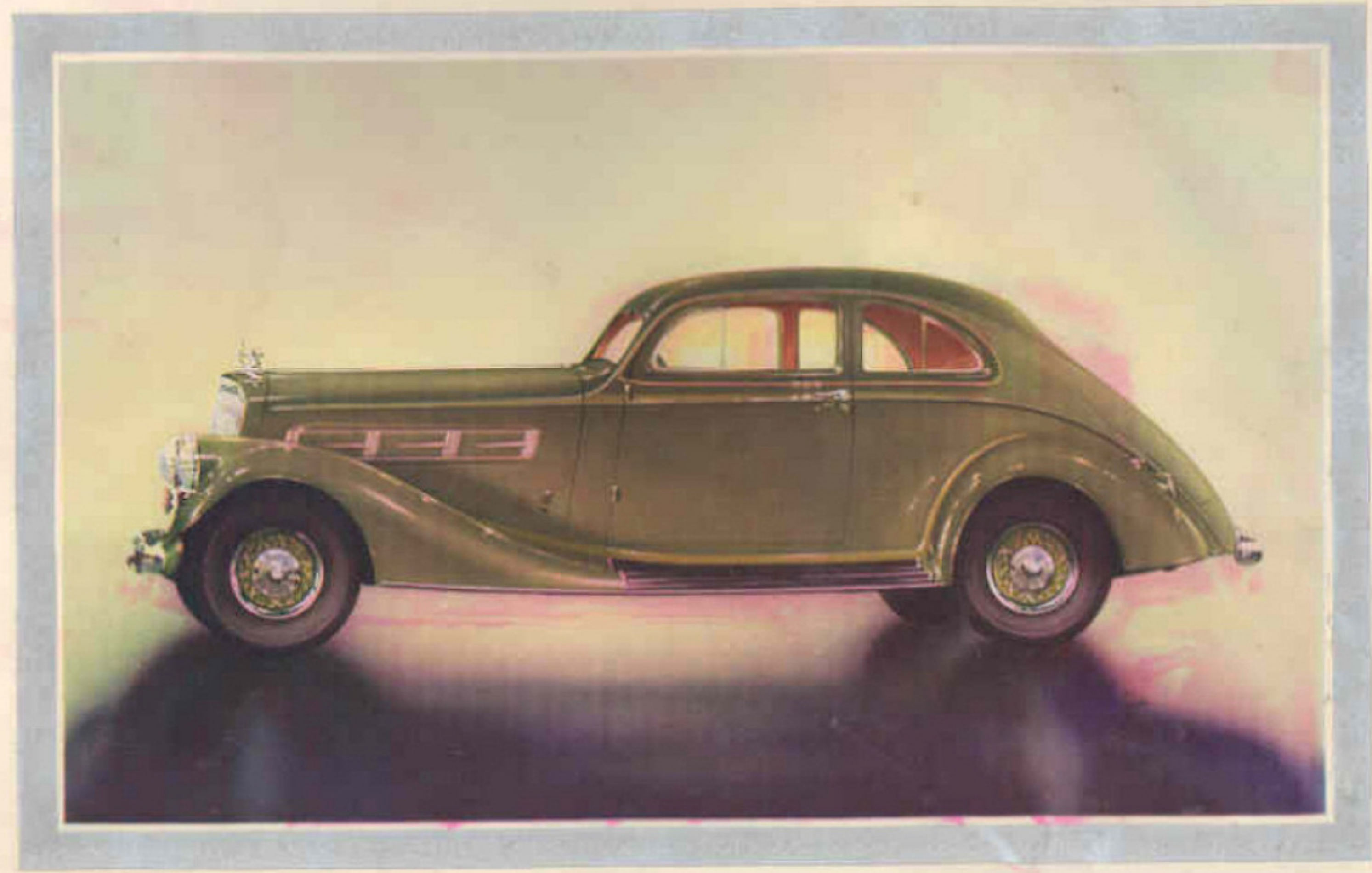
THE TWELVE (MODEL 4242) 175 HORSEPOWER... 127-INCH WHEELBASE  
THE EIGHT (MODEL 4241) 140 HORSEPOWER... 127-INCH WHEELBASE



19 ← *The Five-Passenger Club Brougham*

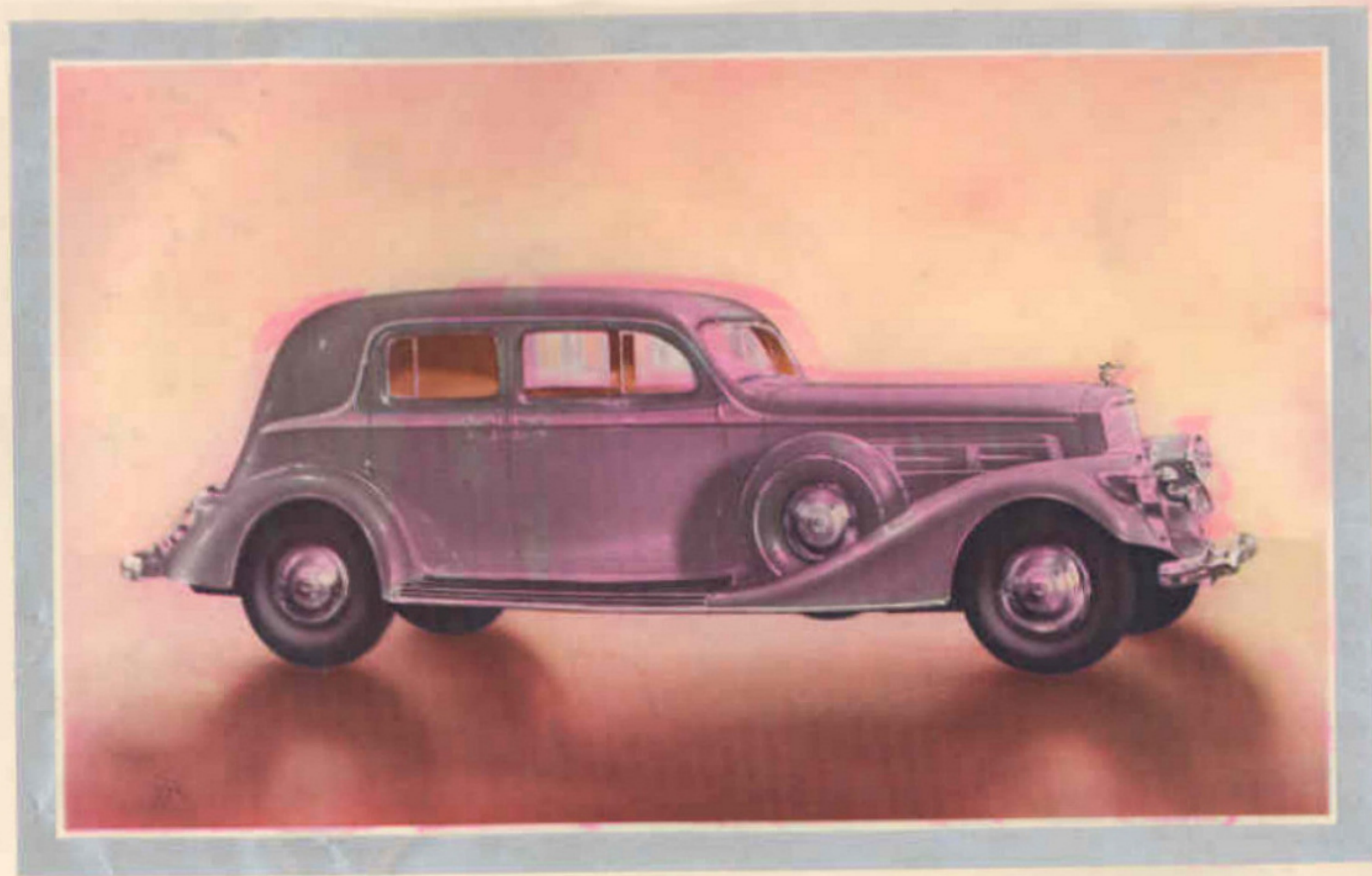


*The Five-Passenger Sedan*

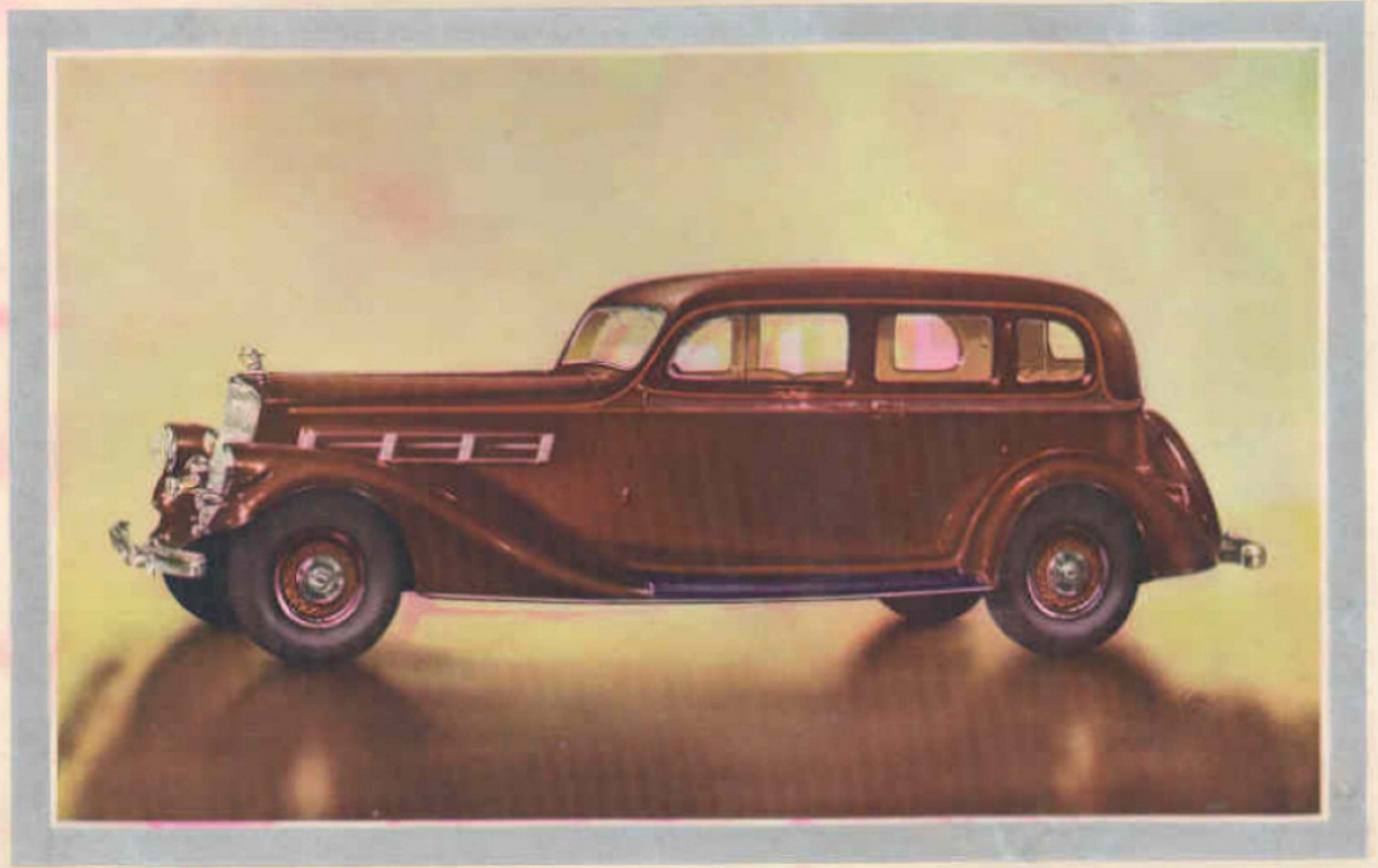


*The Silver Arrow*

THE TWELVE (MODEL 1243) 175 HORSEPOWER... 139-INCH WHEELBASE  
THE EIGHT (MODEL 845) 140 HORSEPOWER... 139-INCH WHEELBASE

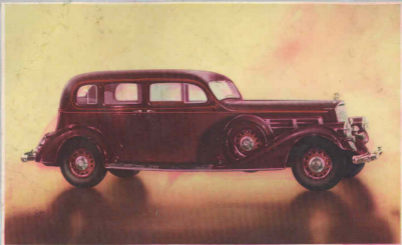


*The Five-Passenger Club Sedan*



*The Seven-Passenger Sedan*

THE TWELVE (MODEL 1244) 175 HORSEPOWER ... 125-1/2 INCH WHEELBASE  
THE FIFTEEN (MODEL 1544) 140 HORSEPOWER ... 127 INCH WHEELBASE



1933

*The Enclosed-Drive Limousine*

THE TWENTY MODEL HAS THE HIGHEST POWER ... 114-1/2 INCH WHEELBASE  
THE FIFTEEN MODEL HAS THE HIGHEST POWER ... 114-1/2 INCH WHEELBASE

