

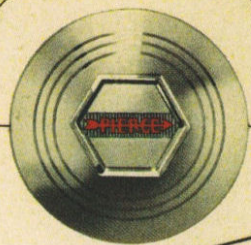
1935

IN 1935

PIERCE-ARROW

AS ALWAYS

*America's Finest  
Motor Car*



The name PIERCE · ARROW  
is as imperishable as the pride of owning one

→ Since the dawn of the Twentieth Century, the name Pierce-Arrow has symbolized high attainment in the art of building motor cars.

→ And its name is as imperishable as the pride of owning one . . . for it is a singular truth that *that* pride endures forever.

→ No greater or more lasting reward than this attends the possession of a car of such distinguished ancestry. It is one which cannot be measured in dollars; yet it is as real and as tangible as the rewards which all of the finer possessions of life so richly yield.

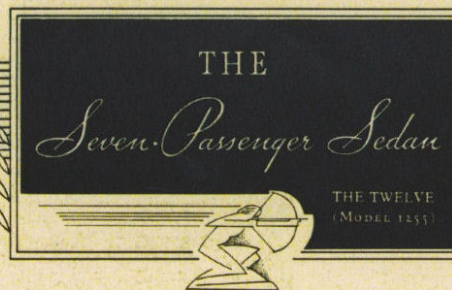
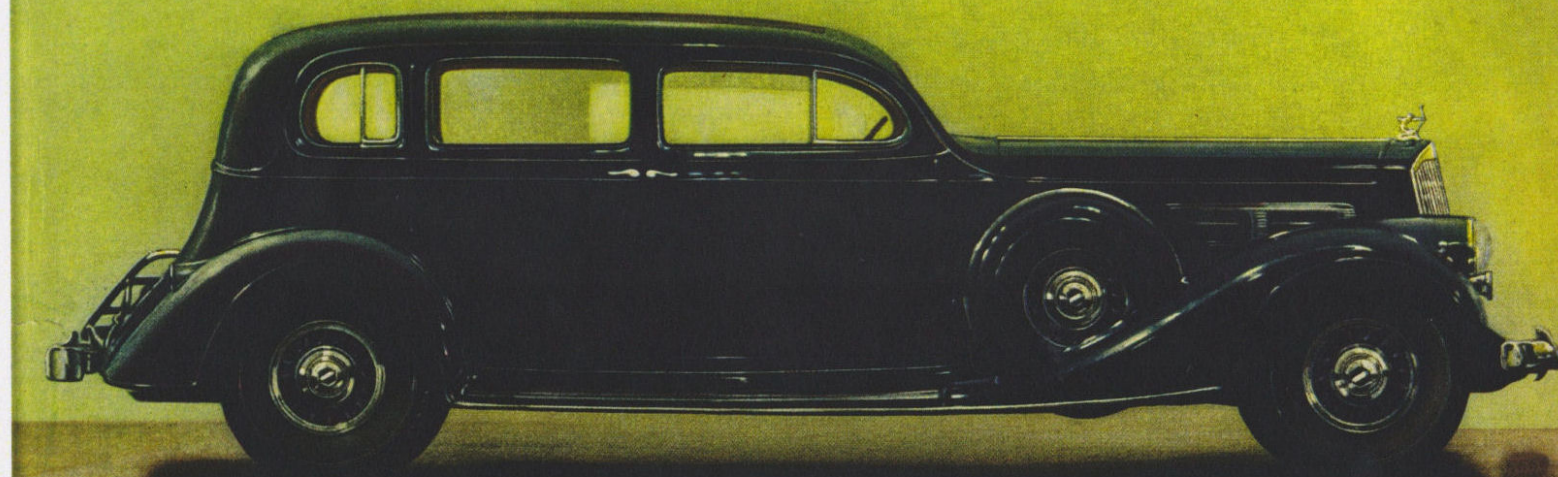
→ In down trends or up, the *desire* for the finest always persists; only the ability to satisfy it fluctuates.

→ Pierce-Arrow serves this desire . . . and has served it exclusively from the beginning. No over-expansion of manufacturing facilities, crying for volume, forced it into other fields.

→ So it happens that the return now of better days finds Pierce-Arrow, alone of all builders, the sole exponent of a field once shared by several; it finds Pierce-Arrow, as always, America's finest motor car.

THE PIERCE-ARROW MOTOR CAR COMPANY

BUFFALO, N. Y.

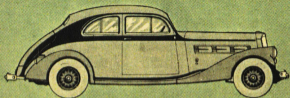


175 HORSEPOWER

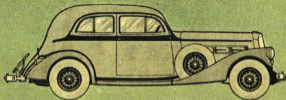


147-INCH WHEELBASE

TODAY'S PIERCE-ARROW EMBRACES EVERY KNOWN ENGINEERING DEVICE OF PROVED MERIT



SILVER ARROW  
Models 845 and 1245



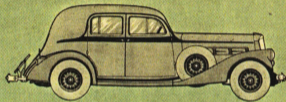
CLUB BROUGHAM  
Models 845 and 1245



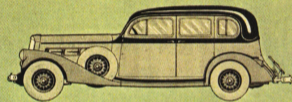
ENCLOSED DRIVE LIMOUSINE  
Models 845 and 1245



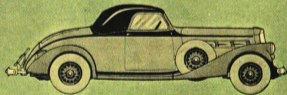
COUPE  
Models 845 and 1245



FIVE-PASSENGER CLUB SEDAN  
Models 845 and 1245



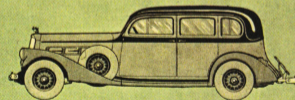
SEVEN-PASSENGER SEDAN  
Models 845 and 1245



CONVERTIBLE COUPE ROADSTER  
Models 845 and 1245



FIVE-PASSENGER SEDAN  
Models 845 and 1245

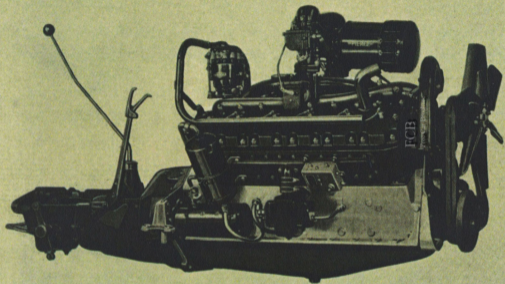


ENCLOSED DRIVE LIMOUSINE  
Model 1255

THE CUSTOM TWELVES (Model 1255) . . . 175 H.P. . . . 147-inch wheelbase

THE SALON TWELVES (Model 1245) . . . 175 H.P. . . . 139 and 144-inch wheelbase

THE DE LUXE EIGHTS (Model 845) . . . 140 H.P. . . . 139 and 144-inch wheelbase



*The World's Champion Engine*

THE PIERCE-ARROW TWELVE is the holder of official A.A.A. world's records for speed and endurance. Developing more than 175 horsepower, this mighty engine is the smoothest, most responsive and most efficient of all automobile power plants. . . . Each Pierce-Arrow engine, Twelve or Eight, individually undergoes a series of tests which represent approximately 900 miles of road driving, including hours of dynamometer operation under a load several times greater than is ever required of any engine in actual service.

THE EIGHT—140 HORSEPOWER

THE TWELVE—175 HORSEPOWER

## Significant facts

### IT TAKES TIME AND SPACE TO BUILD A PIERCE-ARROW

+ If the Pierce-Arrow factory, pictured below, were devoted to mass automobile production, its capacity would be four times the volume possible under Pierce-Arrow's methods.

+ Perhaps a single example of Pierce-Arrow's methods will illustrate how *time* and *space* are essential to the building of a truly fine automobile: Color finishes can be applied in as few as eighteen operations if quality is disregarded; but to produce the lasting depth of beauty of Pierce-Arrow's color finish requires *fifty-eight* operations involving extensive batteries of drying kilns.

+ Great plant area is necessary, first, because of the great multiplicity of precision operations involved in the building of a Pierce-Arrow, and, second, because the car is *completely* built in the Pierce-Arrow plant... chassis, engines and bodies.



**THE FRAME:** Full-length box girders form the side rails; these are joined by six cross-members, three of which are tubular. Engineers know it to be the strongest ever designed.

**THE BRAKES:** Pierce-Arrow's full-power brakes stop the car, if desired, in one-third less time and distance... the safest, most powerful, most easily applied brakes known today. A toe-touch on a foot treadle operates them automatically.

**THE STEERING:** Needle bearings and a carefully developed geometry of design contribute to an amazing ease of steering.

**THE GEAR-SHIFT:** True free-wheeling and synchro-mesh gears simplify gear-shifting and give the driver a new mastery of control.

**NOTEWORTHY FEATURES:** Complete body insulation of Scapac (*the sound deadener used to silence modern airliners*); complete tinted, non-glare safety glass installation; automatic starter, choke and heat control; draftless ventilation; hydraulic valve lifters; tuned triple mufflers; full-flow oil cleaner and oil temperature regulator; ball-bearing spring shackles; full-rubber engine mounting; hydraulic ride control; cross-beam safety headlamps.