

*AN ADVANCE PORTFOLIO OF THE 1933*

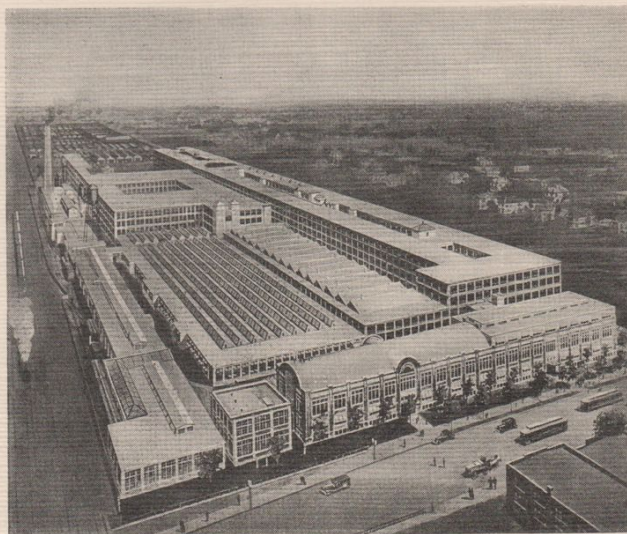
# PIERCE-ARROW

*Eights and Twelves*





*THE Pierce-Arrow Plant, at Buffalo, N. Y. . . .  
where, since 1901, America's finest motor car  
has been built. Here are preserved all the  
traditions of fine precision hand-craftsmanship  
on which the fame of Pierce-Arrow was founded.*





*High Power Performance* in its most brilliant expression . . . in the finest Pierce-Arrows of all time!

## *New Twelves and New Eights* *by* PIERCE-ARROW

THIS advance portfolio presents but a few models from the 1933 line now in production. The body styles illustrated are available both in Twelves and Eights.

There have been no cars in Pierce-Arrow history with equal measures of power and control . . . or with comparable qualities of smoothness and silence and safety.

No other cars were ever so richly endowed with beauty and luxury of appointment. Nor do any others, so far as Pierce-Arrow knows, so completely express today's economic advantages in favor of the purchaser.

*The complete Pierce-Arrow line will be illustrated and described in detail in forthcoming catalogs.*

### THE FULL RANGE OF PIERCE-ARROW MODELS FOR 1933 WILL INCLUDE:

*Models 836 and 839* . . . Pierce-Arrow Standard and Salon Models . . . 135 horsepower . . . 8-cylinder engine of 366 cubic inch displacement . . . 136-inch and 139-inch wheelbases.

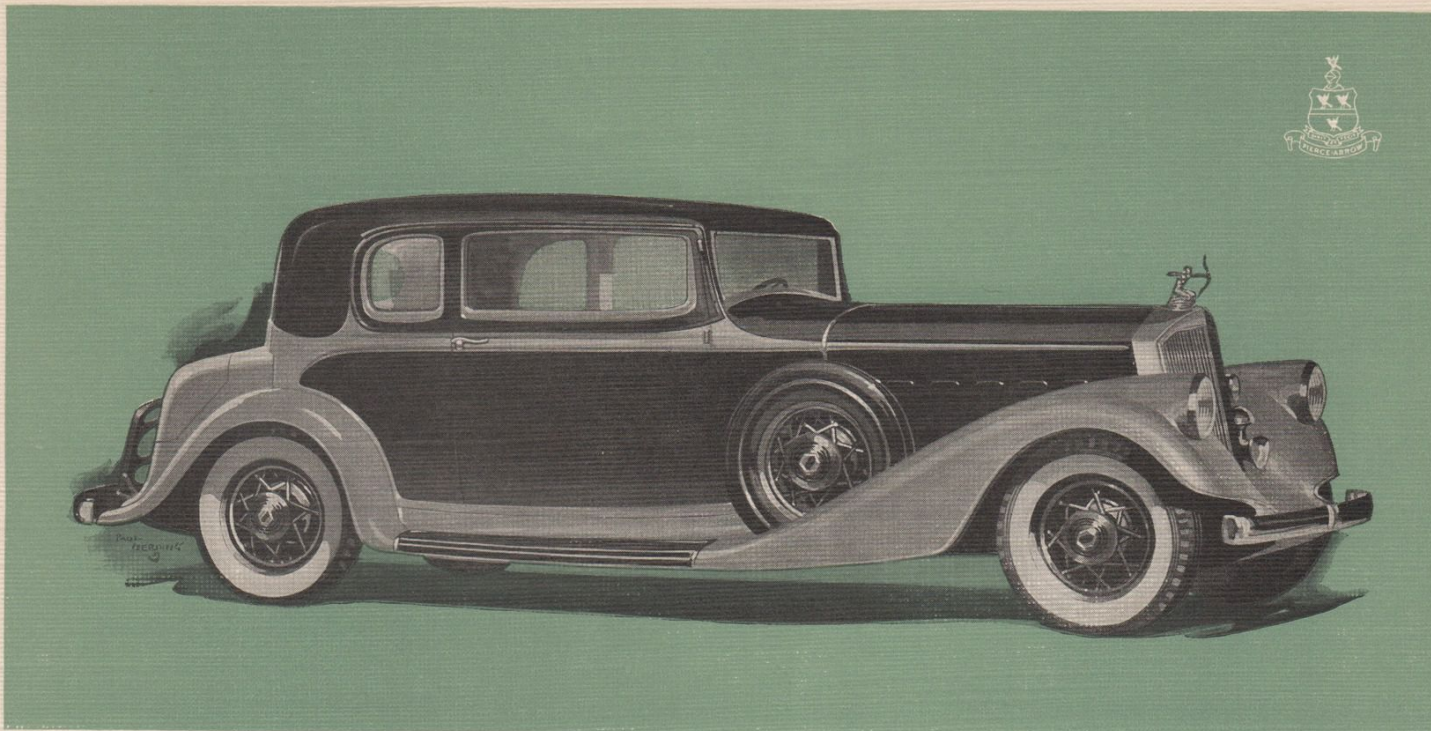
*Models 1236 and 1239* . . . Pierce-Arrow Standard and Salon Models . . . 160 horsepower . . . 12-cylinder engine of 429 cubic inch displacement . . . 136-inch and 139-inch wheelbases.

*Model 1242* . . . Pierce-Arrow DeLuxe bodies . . . 175 horsepower . . . 12-cylinder engine of 462 cubic inch displacement . . . 137-inch and 142-inch wheelbases.

*Model 1247* . . . Custom-built bodies . . . 175 horsepower . . . 12-cylinder engine of 462 cubic inch displacement . . . 142-inch and 147-inch wheelbases.

THE PIERCE-ARROW MOTOR CAR COMPANY, BUFFALO, N. Y.





## *The Club Brougham*

BY PIERCE - ARROW

Eight-cylinder Model 836 . . . *for five passengers*

136-inch Wheelbase . . . 135 Horsepower . . . 366 C. I. D.

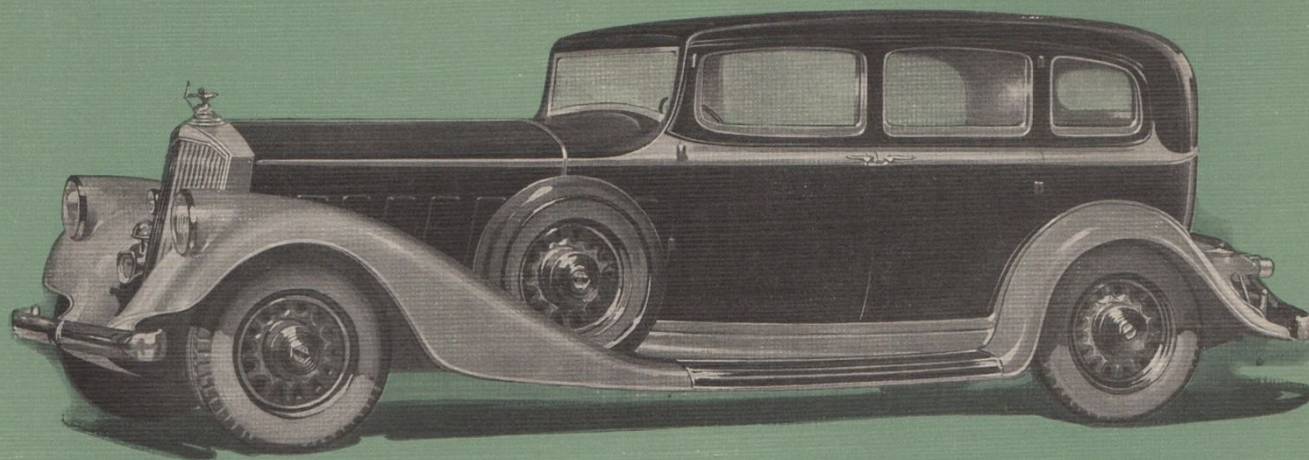
Twelve-cylinder Model 1236 . . . *for five passengers*

136-inch Wheelbase . . . 160 Horsepower . . . 429 C. I. D.

FOR a family that is small, and particularly where there are young children, the Club Brougham by Pierce-Arrow holds an enormous appeal. First, the car has brilliantly achieved four-door comfort with two-door convenience . . . not to mention a beauty of line and contour that are natural attributes of this type. Add the safety elements that belong to an interior free from the dangers of rear-door openings en route by children . . . plus the security of the new Automatic Power Brakes and Shock Absorbers . . . and you have several excellent reasons why the Club Brougham is in constant demand.

*This popular model in the Salon Group is enhanced in the Custom manner, at a relatively small extra cost.*





## *The "Five" Sedan*

BY PIERCE - ARROW

Eight-cylinder Model 836 . . . *for five passengers*

136-inch Wheelbase . . . 135 Horsepower . . . 366 C. I. D.

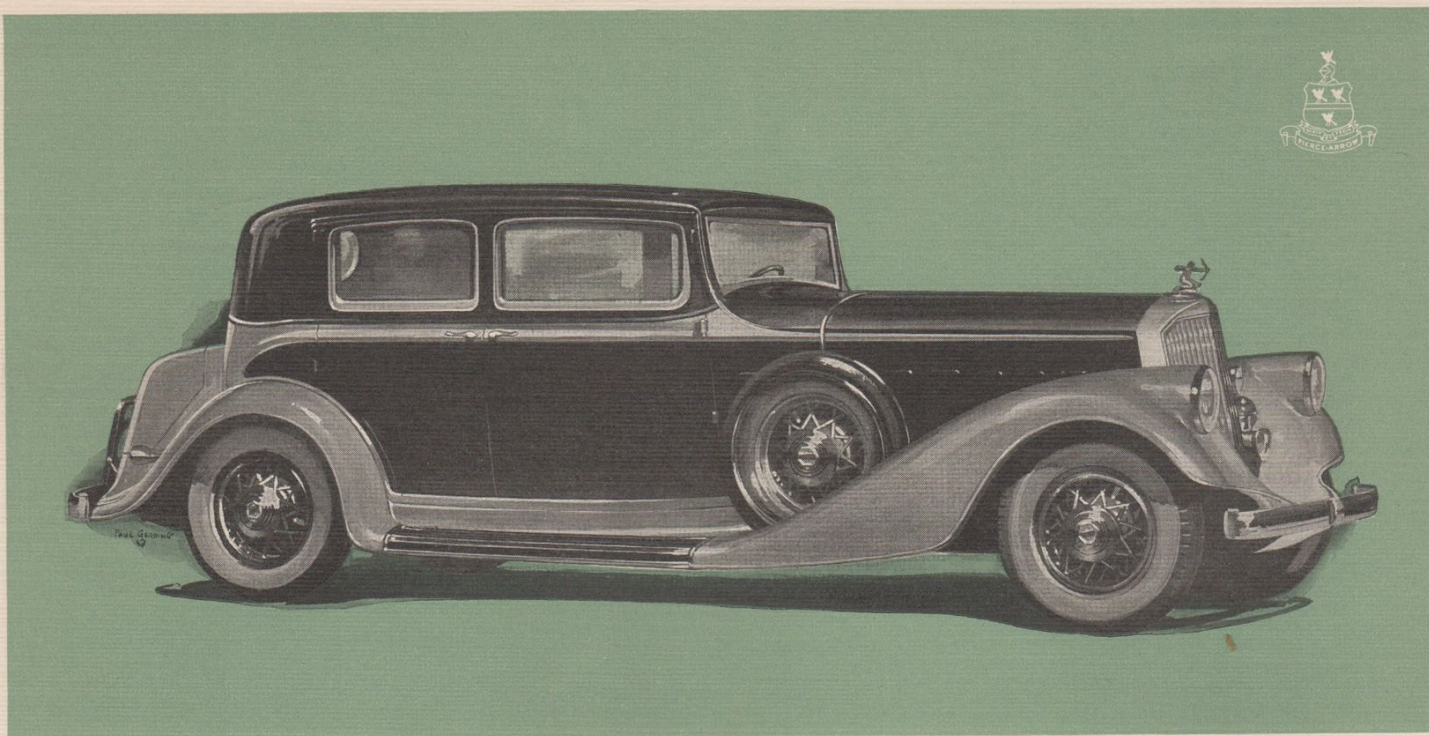
Twelve-cylinder Model 1236 . . . *for five passengers*

136-inch Wheelbase . . . 160 Horsepower . . . 429 C. I. D.

THERE has never been a Five-passenger Sedan that so appropriately combined the beautiful and the practical. It is a completely new conception . . . made beautiful and luxurious by the designers, and given the rarest elements of high-power performance by the engineers. With every unnecessary pound of excess weight eliminated, this car is a delight in traffic, a revelation in fleetness on the highway . . . and has the new and potent protection of Automatic Power Brakes, which give almost effortless ease of control.

*Companion car to the Five-passenger Sedan is the Salon Model . . . with luxurious equipment which adds to the car's already great distinction.*





## *The Club Sedan*

BY PIERCE-ARROW

Eight-cylinder Model 836 . . . *for five passengers*

136-inch Wheelbase . . . 135 Horsepower . . . 366 C. I. D.

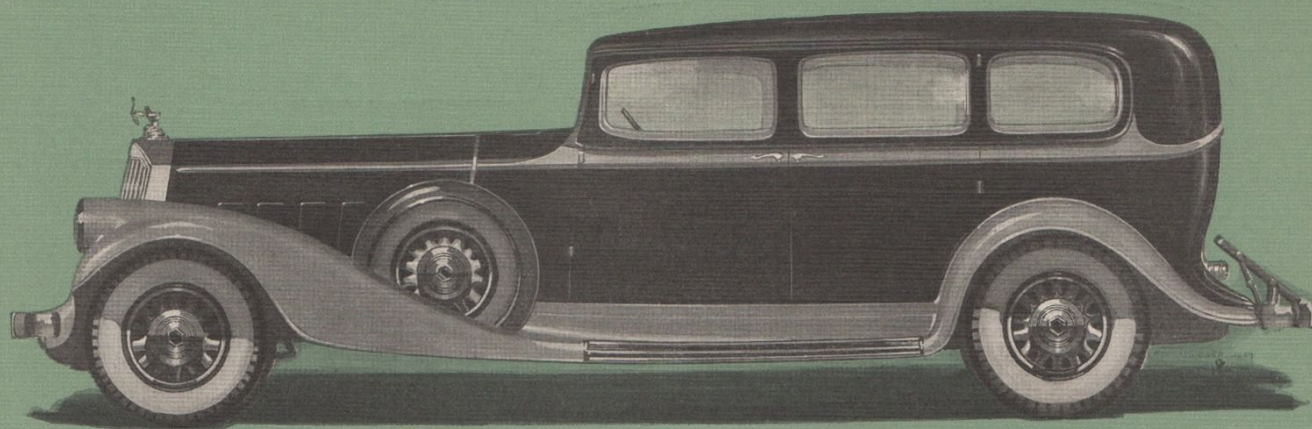
Twelve-cylinder Model 1236 . . . *for five passengers*

136-inch Wheelbase . . . 160 Horsepower . . . 429 C. I. D.

THE Club Sedan is a famed Pierce-Arrow type which in the new line has been given particularly brilliant expression. Its striking beauty of line and appointment is enhanced by new qualities of high-power performance . . . many fewer seconds of acceleration, many more miles per hour, and even greater factors of safety. Automatic Power Brakes, for example, harness the full force of the car's momentum—*reduce stopping time and distance by a full third.*

*Available also is the Salon Model of the Club Sedan . . . still richer, still more distinctive than the model pictured above.*





## *The "Seven" Sedan*

BY PIERCE-ARROW

Eight-cylinder Model 839 . . . *for seven passengers*

139-inch Wheelbase . . . 135 Horsepower . . . 366 C. I. D.

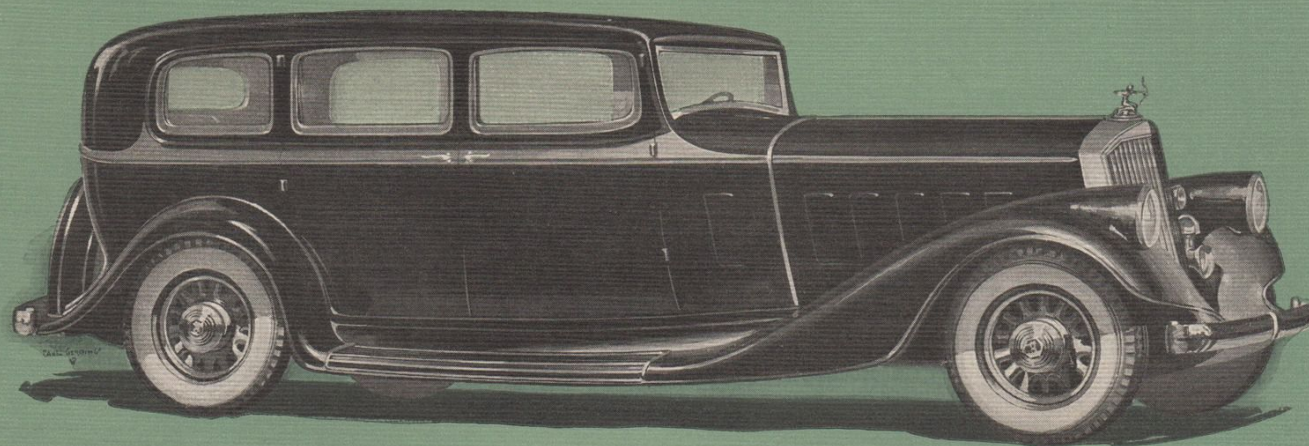
Twelve-cylinder Model 1239 . . . *for seven passengers*

139-inch Wheelbase . . . 160 Horsepower . . . 429 C. I. D.

**B**IG, beautiful, important . . . with a great and luxurious capacity for passengers, as well as for high-power performance. That, in brief, is the new Seven-passenger Sedan by Pierce-Arrow . . . a car without the ordinary excess weight and therefore free from the cumbersome so common to the type. With the almost unlimited power reserves of new engines, and with the added safety of Automatic Power Brakes, this imposing model is a close approach to the ideal in a fine family-car.

*The Seven-passenger Sedan is available also in a Salon Model which introduces Custom-car niceties at a modest additional cost.*





## *The Limousine*

(ENCLOSED-DRIVE)

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

Eight-cylinder Model 839 . . . *for seven passengers*

139-inch Wheelbase . . . 135 Horsepower . . . 366 C. I. D.

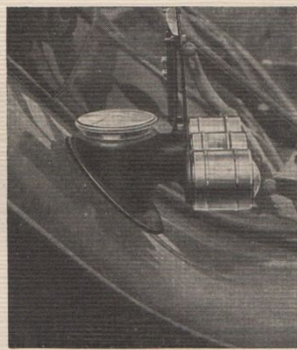
Twelve-cylinder Model 1239 . . . *for seven passengers*

139-inch Wheelbase . . . 160 Horsepower . . . 429 C. I. D.

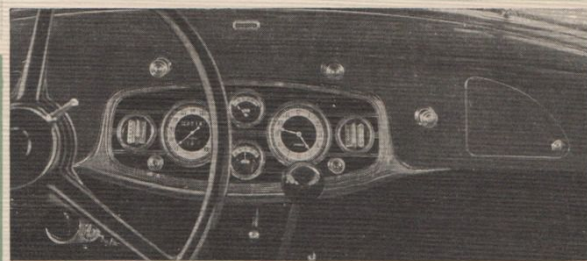
**O**RIGINAL with Pierce-Arrow is the Enclosed-Drive Limousine—and no other fine car has ever won for itself the following that belongs to this distinguished type in the Pierce-Arrow line. Today's car is a remarkable combination of convenience and capaciousness and beauty and power . . . the latter being surrounded by greater elements of safety than ever before. The new Automatic Power Brakes employ the force of the car's momentum, with no greater pressure on the brake-pedal than is required by the accelerator.

*Custom appointments distinguish the Salon Model of the Limousine . . . offered at a real price advantage considering the added richness and luxury.*

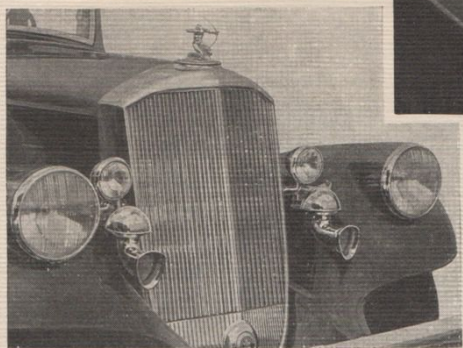




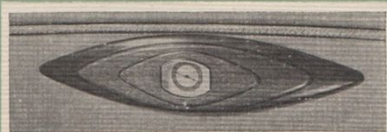
Here is Pierce-Arrow's characteristic assembly of rear lamp, stop warning signal and automatic backing-up light. The gasoline filler cap is integral with it.



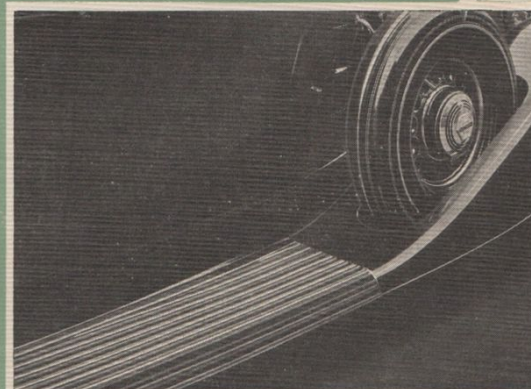
The new instrument panel attractively groups a complete array of handsome dials. Two lockers provide space for small necessities.



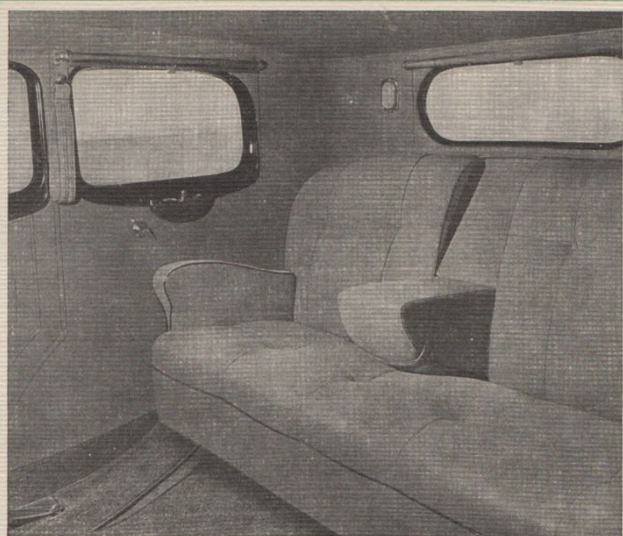
The famed Pierce-Arrow fender headlamps contribute importantly to safety for they serve as steering guides . . . and on-coming drivers give them wider berth.



In the Salon Models this beautiful tonneau clock adds a much appreciated touch of distinction.



The graceful flowing design of the running board is enhanced in the Salon Models with chrome decorations.



Richness and luxury . . . so traditional with Pierce-Arrow . . . now reach a new high note, especially in the Salon Models.

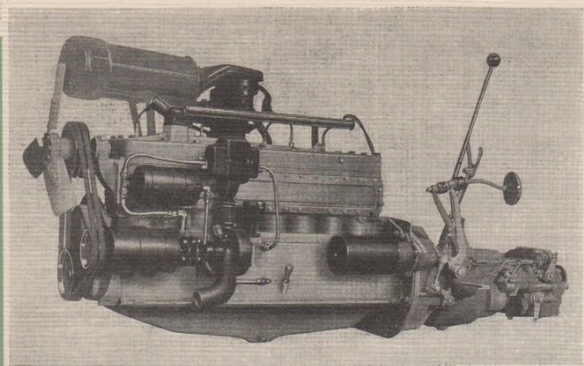


The Free-Wheeling control handle is conveniently placed at the left of the instrument panel.



Beautiful slip-stream curves distinguish the rear architecture of the car . . . and add to the speed.

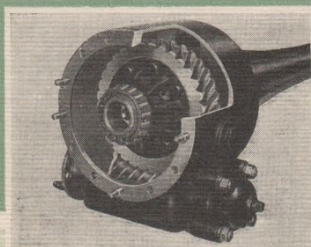




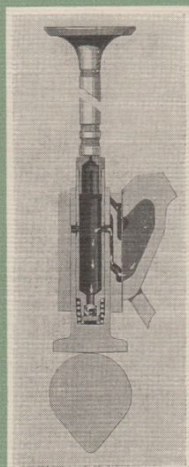
In this 135 horsepower engine, Pierce-Arrow has carried the Eight to new and brilliant heights. Scientific measurements reveal performance characteristics hitherto unapproached.



The Oil Temperature Regulator insures ideal lubricant temperatures under all extremes and greatly prolongs the life of the oil.



The Worm Drive rear axle . . . pioneered in America by Pierce-Arrow in 1911 . . . ideal for efficient, silent operation . . . permits lower bodies.



The Automatic Hydraulic Valve lifter . . . insures permanent silence and valve efficiency and eliminates all adjustments.



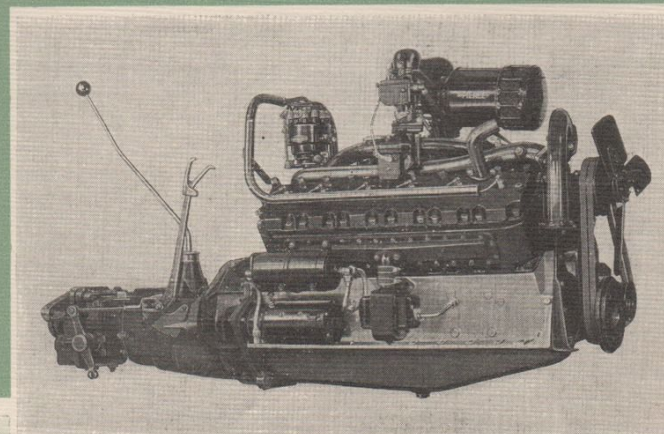
A light touch on this brake treadle releases a giant's power to stop the car.



The Automatic Power Brake Unit . . . an exclusive Pierce-Arrow feature, provides sure, positive control of maximum speeds.



The Automatic Choke . . . a new Pierce-Arrow development . . . feeds the engine a perfect cold-starting mixture, and prevents "flooding".



The Twelve . . . 160 horsepower . . . the engine which surpassed all world's performance marks by traveling 112.9 miles per hour for 24 hours—2710 miles. A companion engine, developing 175 horsepower, powers Models 1242 and 1247.



## SIGNIFICANT FACTS ABOUT *Pierce-Arrow Eight and Twelve Cylinder Cars*

MODELS 836 AND 839... MODELS 1236 AND 1239

Mounted on Chassis of 136 and 139-inch wheelbase

### POWER PLANTS

*The Eights* . . . Eight cylinders in line. The  $3\frac{1}{2} \times 4\frac{3}{4}$  inch bore and stroke displaces 366 cubic inches, and generates 135 horsepower at 3,400 revolutions per minute. (This Pierce-Arrow engine develops one horsepower for every 35 pounds of car weight with corresponding excellent performance). *Perfect running balance* secured by counterbalanced crankshaft; and by matching all connecting rods and Invar-strut aluminum alloy pistons exactly for weight. *Down-draft carburetor* of duplex

design provided with two mixing chambers, one for each four cylinders, which, with duplex manifolds, insure perfect distribution of gas. With a high compression ratio of  $5\frac{1}{2}$  to 1 for super performance, the Pierce-Arrow Eight operates on standard motor fuels without spark detonation.

*The Twelves* . . . V-Type comprising two simple Six-cylinder units set at an angle of 80 degrees between

blocks and propelling a single compact counterbalanced shaft. Cylinder blocks and crankcase separately cast. A bore and stroke of  $3\frac{3}{8} \times 4$  inches gives 429 cubic inches of piston displacement and generates 160 horsepower at 3,400 revolutions per minute. 6 to 1 compression ratio maintained for high efficiency without spark detonation from standard motor fuels. (This Pierce-Arrow Twelve develops one horsepower for every 30 pounds of car weight with resulting brilliant performance characteristics).

*The Pierce-Arrow Eight and Twelve Cylinder engines have these advanced construction features in common:*

**AUTOMATIC HYDRAULIC VALVE LIFTERS** . . . An exclusive Pierce-Arrow development. Oil under pressure provides automatic valve adjustment, eliminating valve noises and valve setting for the life of the engine.

**COMPLETE PRESSURE LUBRICATION** . . . Full flow oil cleaner and oil temperature regulator insure only clean

oil at moderate temperature for bearings. Lubrication provided to thrust side of cylinder walls as well as valve guides and wrist pins. Pierce-Arrow engines are the most perfectly lubricated automobile power units in the world.

**NEW CARBURETION AND MANIFOLDING** . . . Permitting freer flow of fresh gases into cylinders and resulting in

increased power and greater fuel efficiency.

**AUTOMATIC CHOKE AND MIXTURE HEAT CONTROL** . . . Carburetor choke and heat control valves are fully automatic, fully self-adjusting from the moment the engine fires. To start his engine, the driver of the modern Pierce-Arrow need only throw the automatic starter and ignition switch.

### FACTS ABOUT THE STANDARD PIERCE-ARROW CHASSIS

**FRAME** . . . Deep channel heavy gauge side members, box-braced, with six cross members.

**REAR AXLE** . . . Worm type final drive with positive silent sliding contact between worm and wheel. Compact design permits lower position of body over frame without reducing rear axle clearance ( $8\frac{1}{2}$  inches).

**SPRINGS** . . . Semi-elliptic, of silico-manganese alloy steel; ball bearing spring shackles lubricated for extended service when assembled.

**BRAKES** . . . Stewart-Warner automatic power brakes—not booster—not vacuum. The traction of rear wheels in contact with road generates the power to stop the car. Controlled force, six times that needed, replaces foot power and pedal pressure. Brake pedal pressure no greater than for accelerator.

Stopping time and distance greatly reduced. Faster road speeds made safer.

Brake drums, non-scoring, of special alloy high carbon steel, 16 inches diameter with 342 square inches of braking area. Effective brake liner area increased 26%.

**SIMPLIFIED MAINTENANCE** . . . Service has been simplified in the new Pierce-Arrow to the fewest essential operations.

Brakes are fully enclosed; brake power unit is automatically lubricated from transmission.

Ball bearing spring shackles require lubrication but once in 20,000 miles.

Engine fan with roller bearing rarely requires lubrication.

Roller Type universal-joint bearings are permanently lubricated when assembled.

Valve adjustment is automatically maintained by oil under pressure; valves are always quiet, eliminating periodic settings.

**TRANSMISSION** . . . Synchro-mesh type with silent second gear and built-in free-wheeling unit, operative in all forward speeds. Silent positive shifting.

Pierce-Arrow automatic power braking adds to free-wheeling pleasure since the engine is no longer required to assist braking.

**WHEELS** . . . Demountable wheels (five to a car) of a new smaller diameter, mounting larger 17 x 7.00 tires.

**HEADLAMPS** . . . Pierce-Arrow fender headlamps of new airstream design employ new "Multibeam" principle, improving illumination for passing and curves.

**SAFETY GLASS** . . . Is standard equipment—all Pierce-Arrow cars throughout.

**STANDARD AND SALON BODY TYPES** for the Pierce-Arrow Models 836 and 839; and Models 1236 and 1239 include:

*On the 136-inch wheelbase—*

The Club Brougham (five-passenger, two-door type)  
The Five-Passenger Sedan  
The Club Sedan

*On the 139-inch wheelbase—*

The Seven-Passenger Sedan  
The Enclosed-Drive Limousine

**SALON MODELS** carry the following equipment—custom-type wide pleated upholstery; rear compartment clock; chrome plated radiator winter-front and Pierce-Arrow archer emblem; chrome plated wheel rings and running board strips; twin outside horns and twin tail lights; lacquered fenders; four additional paint options; hood door decorations and de luxe wiper arms.

**CUSTOM MODELS** . . . In addition to the models here described, Pierce-Arrow builds a complete line of Twelve-cylinder custom cars with a 175 horsepower engine, mounted on 137, 142 and 147-inch chassis, and available in a range of seventeen body types. These cars are built to customer's order with a wide variety of upholstery selections and exterior color combinations.

THE PIERCE-ARROW MOTOR CAR COMPANY • BUFFALO, N. Y.

*We reserve the right to change specifications or add new improvements without obligation to make similar alterations in automobiles already manufactured.*



PRINTED IN U.S.A.  
THE WHITNEY-GRAHAM COMPANY, INC.  
BUFFALO, N. Y.  
DECEMBER, 1932