

# PIERCE- ARROW

It is not merely the motor car that is enlarging the social map; it's dependability built into a motor car.

The Pierce-Arrow is a pleasant thing to own for many reasons. Its grace, its comfort, its attractiveness—all these help, but deeper than all of them is that fixed quantity—efficiency of service, without which life on the large scale created by the motor car would be unendurable.

THE PIERCE-ARROW MOTOR CAR CO.  
BUFFALO NEW YORK

