

# PIERCE- ARROW

After all, the final status of a motor car is utility—a rarefied, exotic, unusual utility, if you will—but still utility. The motor car has stepped into its place in the complex scheme of life, widening the scope of that scheme and at the same time becoming necessary to its successful working. The wider life, with its business, sport, society, depends on transportation from place to place.

THE PIERCE-ARROW MOTOR CAR CO.  
BUFFALO NEW YORK

