



Alongside is a 1929 version of a 1915 Pierce-Arrow illustration which is reproduced below. Fourteen years do make a difference in a motor car's design, but not in its distinction—not if the car is a Pierce-Arrow!

## Made so fine

*It cannot be made for the Many*

THE very qualities which make Pierce-Arrow the finest motor car in America are those which cannot be reproduced in great volume.

If Pierce-Arrows could be supplied by the tens of thousands, they would find eager purchasers. But the cars would bear no relationship to today's Pierce-Arrows.

The new Straight Eight, for ex-

ample, embodies superb artistry of design and the finest sort of hand craftsmanship—processes which cannot be mechanically multiplied.

There can be no doubt that this ultra-modern creation of Pierce-Arrow has arrived at the psychological moment. Its long, low-slung slenderness makes bulk and avoirdupois utterly unfashionable among fine motor cars.



*From \$2775 to \$8200, at Buffalo  
In the purchase of a car from income,  
the average allowance usually more than  
covers the initial Pierce-Arrow payment.*

# PIERCE-ARROW