

THE Prestige of Pierce-Arrow has a *Mechanical* as well as a *Social* Basis . . .

BESIDES its enviable social acceptance, Pierce-Arrow has always had the basic appeal of mechanical excellence. Beyond its characteristic beauty of design and coloring, and the rare charm of its luxurious interiors, Pierce-Arrow performance is the inevitable premise for its preference.

From the time it is pure molten metal until it takes final shape as a great power plant, the engine of a Pierce-Arrow is built with the precision accorded an observatory telescope. Instruments as sensitive as the seismograph attest the balance of many of its parts. Bearings are shaved with diamond edges to achieve split thousandths accuracy.

Even when it is running with whisper-silence on the dynamometer, Pierce-Arrow experts may dismantle and reconstruct it to correct some microscopical irregularity. And the superb appearance and performance of the new Pierce-Arrow Twelves and Eights brilliantly justify this singular lavishness of skill and time and care.



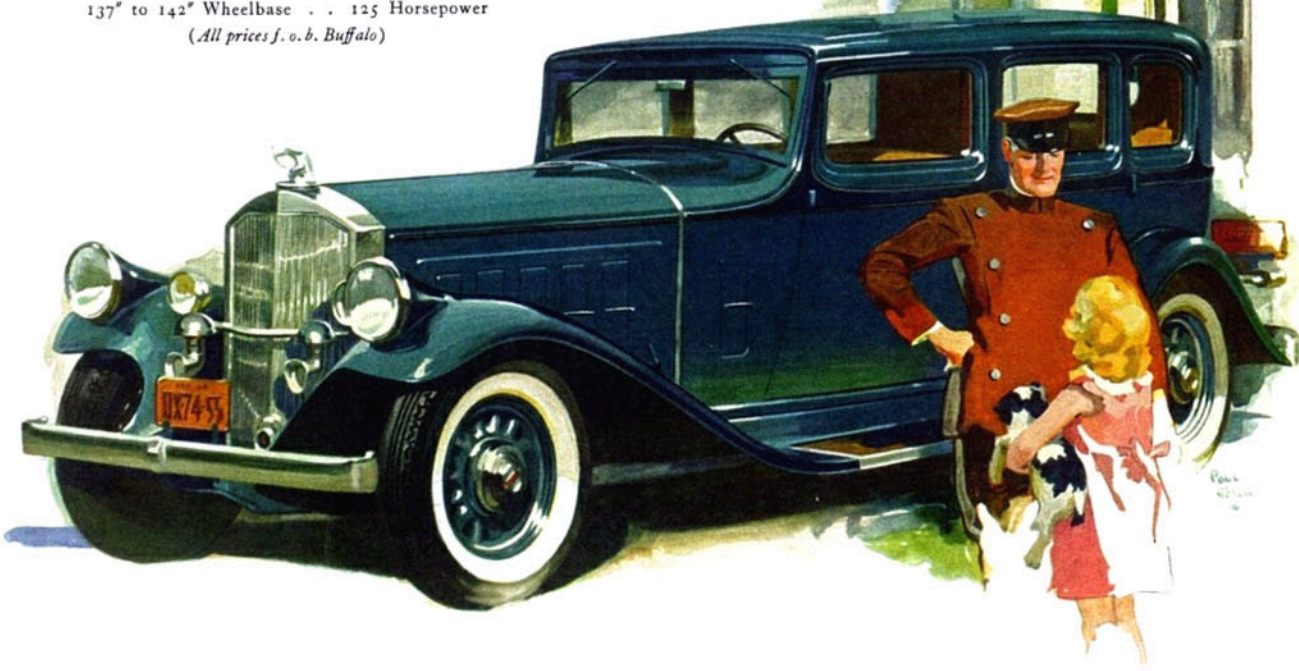
THE Pierce-Arrow gallery of portraits is an envied institution. It evidences a finer, longer lineage than that of any other motor car in America. Here are shown models of 1915 and 1932.

TWO NEW TWELVES from \$3295

142" to 147" Wheelbase 150 Horsepower
137" to 142" Wheelbase 140 Horsepower

NEW EIGHTS from \$2495

137" to 142" Wheelbase . . 125 Horsepower
(All prices f. o. b. Buffalo)



PIERCE-ARROW