

PIERCE - ARROW



*The instinct for Pierce-Arrow
ownership goes deeper than
pride or social preference*

IT is bred of a deep-rooted, almost unconscious, conviction that Pierce-Arrow has always been built to standards singularly fine.

Many of the artisans whose skill is so brilliantly expressed in today's Pierce-Arrow Twelves and Eights came to Pierce-Arrow early in its career. They helped establish practices of precision manufacture which endure to this day. Such men, whose pride is in the deftness of their hands, work with gauges that measure four-millionths of an inch—with scales that register milligrams.

In an era when speed has become a fetish in manufacturing, the Pierce-Arrow plant at Buffalo remains the distinguished exemplar of painstaking hand-work . . . and the current Pierce-Arrow Twelves and Eights present Pierce-Arrow precision at its finest.



TWO NEW TWELVES
142-inch to 147-inch wheelbase
150 horsepower
137-inch to 142-inch wheelbase
140 horsepower

Priced at Buffalo from . \$3650

THE NEW EIGHTS
137-inch to 142-inch wheelbase
125 horsepower

Priced at Buffalo from . \$2850

From a Pierce-Arrow advertisement published in 1910 comes this picture of what was then "America's Finest Car." Throughout the intervening 22 years, there has never been a rival for this Pierce-Arrow distinction.