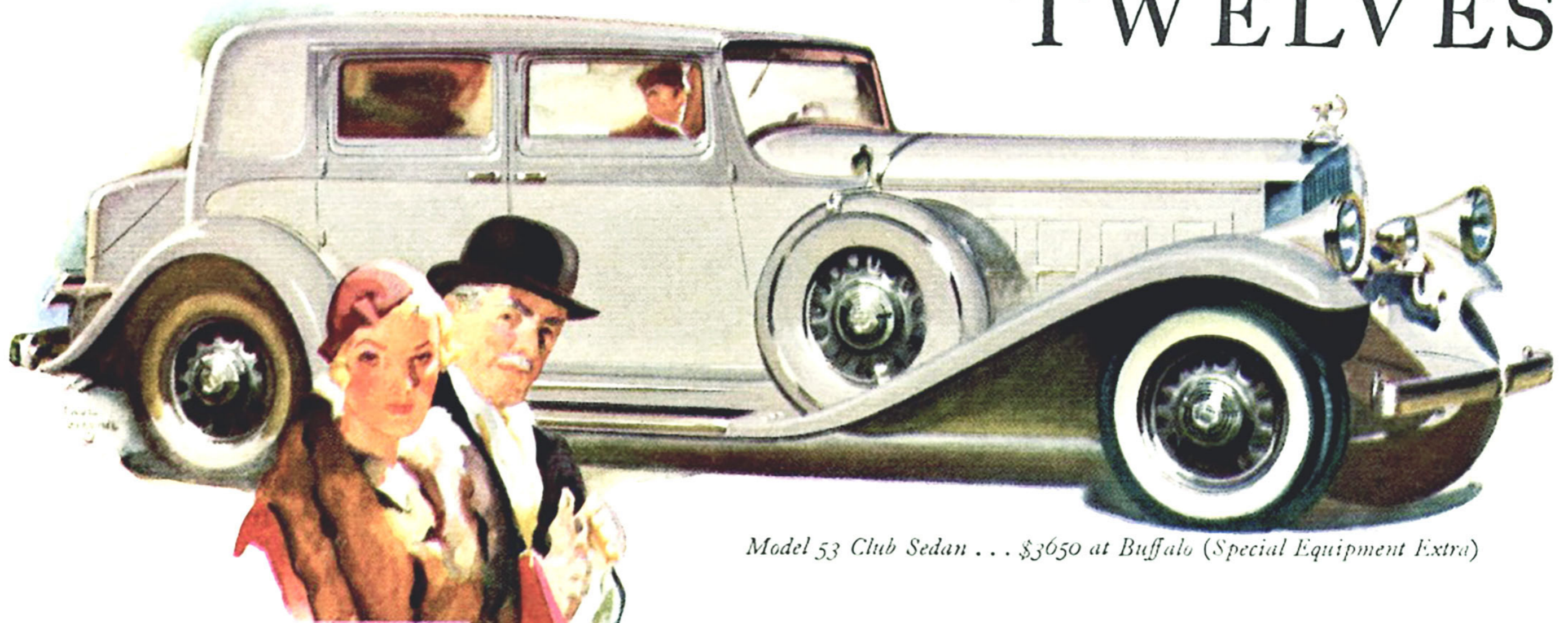


THE NEW

PIERCE-ARROW

TWELVES



Model 53 Club Sedan . . . \$3650 at Buffalo (Special Equipment Extra)



Another Page in Fine Car History

IN the first few moments of demonstration, any model of the New Twelve line registers as a brilliant example of engineering discovery and creation.

No other fine cars are like or even comparable . . . none has so completely harnessed and controlled the amazing power of twelve cylinders . . . or made this power so obedient to every wish and whim of silent, luxurious motoring.

The New Twelves are endowed, as well, with the enviable social preferment that is ever Pierce-Arrow's own.

In brief, Pierce-Arrow gives timely and characteristic expression to the twelve-cylinder type of fine car . . . offers economic warrant for its present purchase . . . and again supremely justifies the faith of two generations of well-bred Americans.

THE NEW TWELVES ARE IN TWO GROUPS:
142" to 147" wheelbase . . . 150 horsepower . . . \$3995 to \$4500
137" to 142" wheelbase . . . 140 horsepower . . . \$3295 to \$4050

THE NEW EIGHTS ARE PRICED FROM \$2495
137" to 142" wheelbase . . . 125 horsepower

All prices f. o. b. Buffalo

THE lower picture, first published by Pierce-Arrow in 1908, portrays a car which sold for \$7100—the very finest automobile of that day . . . The illustration above shows one of today's new Pierce-Arrow Twelves—the greatest fine car value of the present searching and sophisticated hour.

THE NEW TWELVES
are priced, at Buffalo, from

\$3295