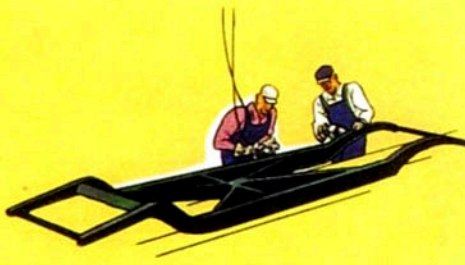
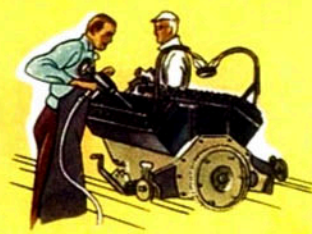




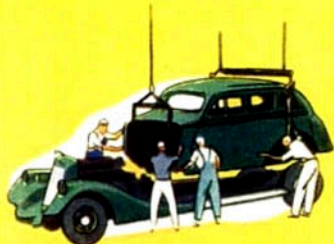
*Months ago engineers drafted the basic design of a new motor car. They planned to make it the world's finest... They did not know what its price would be.



*They visioned surpassing beauty and luxury. No one, indeed—not even Pierce-Arrow—had ever built such a car, and so they had to begin at the very beginning—the frame, itself.

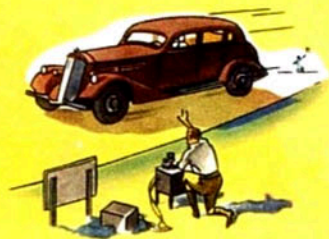


*Side by side with the men who have devoted lifetimes to quality, who have built world's champion engines, they enriched their creation with newly born mechanical perfections.



*From models of clay they projected a new body architecture and, under their guidance, veteran Pierce-Arrow craftsmen endowed their handiwork with the richest fabrics, the choicest appointments.

*To prove its greater and safer highway speeds, its greater power, its indescribable balance and stability on the road, its instant response to the controls, they put the final product to every known test...



... and the proud result is the

1936 PIERCE·ARROW

ON EXHIBIT THIS MONTH FOR THE FIRST TIME AT THE NATIONAL AUTOMOBILE SHOWS

